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Broadcast Advertising

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WWL	New Orleans	Louisiana
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Is a Distinguished Broadcasting Station

(Owned and Operated by the St. Louis Post-Dispatch)

KSD is the oldest broadcasting station in St. Louis. It has been continuously on the air since March, 1922.

Its association with a great metropolitan newspaper organization has proved most advantageous to KSD. The vigilant enterprise of the St. Louis Post-Dispatch was largely responsible for a number of notable achievements in broadcasting made by KSD.

NRA

KSD was prominent in developing practices that today are commonplaces of broadcasting. For example, the first chain service in America followed successful experiments made by KSD when stage performances at the Missouri and Grand Central Theatres in St. Louis were broadcast

Red Network Outlet for National Broadcasting Co.

A Few of KSD Achievements

First to broadcast the address of a President of the United States on a great public question. (President Harding, June 21, 1923.)

Inaugurated net work in St. Louis by broadcasting President Coolidge's address to Congress, December 6, 1923.

First to broadcast an address by a Vice-President of the United States. (Vice-President Marshall.)

First to broadcast open air opera performances. (St. Louis Municipal Operas of 1922 and 1923.)

First to broadcast to a moving train and first to make two way broadcast between a dirigible and a radio station.

Eleven consecutive world series baseball games have been broadcast by KSD.

First to broadcast the full season's performances of a major musical organization. (St. Louis Symphony Orchestra.)

First to broadcast a Catholic Mass, by special permission of the Vatican. (From the Old Cathedral in St. Louis, December 24, 1922.)

The only broadcast of the Sistine Choir of the Vatican. (Made during the Choir's American tour.)

Station KSD—The St. Louis Post-Dispatch

Post-Dispatch Building, St. Louis, Mo.

Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco Atlanta

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Food-Drug Bill Revision Still Held Faulty

By SOL TAISHOFF

Drugs Industry Objects Despite Copeland Amendments; Courts Opposed as Judges of False Advertising

ALTHOUGH regarded as a step in the right direction, the Copeland bill introduced in the Senate Jan. 4 as a substitute for the battle-scarred Tugwell bill to regulate the sale and advertising of foods, drugs and cosmetics is deemed far from perfect by most of the industries affected and it will be subjected to further attack in both houses of Congress.

Offered by Senator Copeland (D.), of New York, the new measure was replete with amendments to the original Tugwell measure designed to meet objections of reputable manufacturers and advertisers as voiced before the Copeland subcommittee at hearings early in December. There appear to be a half dozen basic objections to the revised measure, however, which, it is hoped, can be adjusted either in committee or on the floor of the Senate.

Advertising Changes

SENATOR COPELAND himself has declared his belief that the measure should receive the support of all reputable manufacturers as well as all consumers. He said that while the amendments made do not detract from the consumer protection the original bill sought to afford, they do remove the causes for apprehension so generally felt by reputable manufacturers whose products would be regulated by the law.

Advertising phases of the bill were rewritten by Senator Copeland in the hope of assuaging publishers and broadcasters. While infinitely better than in the original draft, the definition of advertising is now believed too broad, and provisions for review by all federal courts of what constitutes false advertising might prove a boomerang. The suggestion that representative advertising groups be permitted to devise plans for self-regulation of advertising practices was incorporated in the revised measure.

Action Looms in House

MEANWHILE, plans were being made in the House for consideration of foods and drugs legislation. Simultaneously with the introduction of the Copeland substitute, Rep. Black (D.), of New York, presented in the House a bill to amend the existing food and drugs act as suggested by the National Drug Trade Conference before the Copeland subcommittee hearings. He said his proposal would preserve the basic structure of the existing act and the judicial interpretations which have accumulated since its enactment 27 years ago.

Photo by Harris & Ewing

AND A NATION LISTENED—President Roosevelt is seen here as he addressed Congress at its opening session Jan. 3. The opening ceremonies were carried over nation-wide networks of NBC and CBS and lasted three hours—the longest broadcast ever to emanate from Congress. On the President's right is seen James Roosevelt, his eldest son, and on the rostrum are seated Vice President Garner and Speaker Rainey.

Rep. Sirovich (D.), of New York, it was learned, was preparing to introduce an entirely new measure which, he predicted, would meet the approval of all groups. It would transfer the entire function of regulation from the Department of Agriculture to the U. S. Public Health Service.

In any event, it appeared more than likely that hearings will be held in the House some time during the present session unless the White House intervenes in an effort to speed up legislative action.

On account of the importance of food, drug and cosmetics legislation to the broadcasting industry, it is probable that the NAB will submit to the Senate Interstate Commerce Committee certain suggestions with respect to the Copeland substitute. Presumably, other industrial groups will follow a similar course. It is estimated that in 1932 the three industries involved spent about $25,000,000 for radio time.

Definitions Too Broad

FIRST impressions were that the definitions of drugs, cosmetics and of advertising are too broad, since they seemingly are capable of embracing products and methods outside the proper scope of these groups. On advertising, there appears to be a fundamental objection against the provision which would leave to federal courts a determination of what constitutes false advertising, which might bring up anamolous situations under which one federal court might determine advertising of a particular commodity to be false while another would construe the same advertising as legitimate.

Remaining in the Copeland measure is the provision for grading of food products and establishment of minimum standards. This was vigorously attacked at the hearing by the National Periodical Publishers Association as substituting Government grades for commercial advertising. This provision certainly will arouse the continued objection of this and other advertising and manufacturing groups.

Provisions which opponents of the original measure claimed would give the Secretary of Agriculture "bureaucratic powers" have been toned down perceptibly, and the establishment of two non-partisan committees of scientists of five members each to pass on regulations is provided. The measure also is designed to eliminate references to "inference and ambiguity" in defining offenses. Omitted is the provision for full formula disclosure on all proprietary drugs, and instead of prohibiting therapeutic claims for a drug if contrary to the general agreement of medical opinion, the bill holds such claims misbranding if not supported by substantial medical opinion or by "demonstrable scientific facts."

Misbranding Provision

THE MISBRANDING provision of the original bill, which aroused a storm of opposition at the hearings on Dec. 7 and 8, reads as follows:

A food, drug or cosmetic shall be deemed to be misbranded (a) if its labeling is in any particular false, or by ambiguity or inference creates a misleading impression.

In the Copeland substitute, this section is amended to read:

A food, drug, or cosmetic shall be deemed to be misbranded (a) if its labeling is false or misleading in any particular: Provided, That no drug shall be deemed to be misbranded under this paragraph by reason of any representation concerning any effect of such drug which is supported by substantial medical opinion or by demonstrable scientific fact.

Whereas the original bill labelled as "false advertising" any advertising which "directly or by ambiguity or inference" creates a "misleading impression," the Copeland substitute states:

(a) An advertisement of a food, drug or cosmetic shall be deemed to be false if it is false and misleading in any particular relevant to the purposes of this act regarding such food, drug, or cosmetic: Provided, That no advertisement shall be deemed to be false under this paragraph because of any representation concerning any effect of a drug if that representation is supported by substantial medical opinion or by demonstrable scientific facts.

Another clause in the false advertisement section states that an advertisement of a drug shall also be deemed to be false if it contains the name of any disease for which the drug is not a specific cure but is a palliative and fails to contain a plain and conspicuous statement,

XUM

so placed as to be readily observable where such name occurs, indicating that the drug is a palliative and how the palliation is effected.

The final clause in the section specifies a list of diseases and ailments for which drugs may not be advertised since self-medication might be especially dangerous "or patently contrary to the interests of public health." Advertisement of drugs for these diseases in medical and pharmaceutical periodicals, however, would be exempted. It is further provided that whenever the Secretary determines that an advance in medical science has made any type of self-medication safe, he shall promulgate regulations exempting the advertisement of drugs having curative or therapeutic effect on the particular disease from the restrictions of the act.

Under the penalty provisions of the Copeland substitute, it is provided that no publisher, advertising agency or broadcaster shall be deemed to have violated the act for dissemination of any false advertisement, provided he complies with the requirement that the name and post office address of the advertiser be supplied.

A new provision of the act specifies that the Secretary may "accept plans for such self-regulation of advertising practices as tend to effectuate the purposes of the act, when presented by associations or groups representative of their industries." It is specified, however, that such plans shall not restrict the responsibilities and powers conferred upon the Secretary and shall not be designed to "promote monopolies or oppress legitimate enterprises."

Inspection Right Removed

WHEREAS the original bill provided that palliatives be labeled "not a cure," the Copeland bill specifies that the label show how the palliation is effected. Label warnings against unsafe methods of administration of patent remedies would be required.

The section permitting U. S. inspection of factories, against which manufacturers protested on the ground that the Government in effect would take over their business, has been deleted, as well as one which would have authorized investigations through the Federal Trade Commission Act.

Under the general administrative provisions of the Copeland proposal, two committees, one on public health and the other on food, would be appointed to aid and advise the Secretary in promulgating regulations. Each committee would consist of five members designated by the President for distinguished scientific attainment and without regard to political affiliation.

Committee Procedure

WHENEVER the Secretary deems that any regulation should be established, he would advise the appropriate committee, and with the approval of not less than three members the committee would recommend a proposed regulation, with a public hearing to be held not less than 30 days after public notice. Regulations could not be promulgated without approval by at least three members of the committee.

Committee members would be appointed for five years, under staggered terms at the outset, with the President designating the chairman. No official of the Department of Agriculture and no person who has a financial interest in the advertising, or sale of any food, drug or cosmetic would be eligible to appointment.

Following introduction of his measure, Senator Copeland said he hoped to have favorable committee action within a fortnight. There probably will be minor revisions in committee, he indicated. Once the bill is reported to the Senate, he asserted, every effort will be made to expedite its passage.

Tugwell Disappointed

WHILE Assistant Secretary Rexford Guy Tugwell, chief author of the original bill, was represented as being "very much disappointed" with the Copeland revision, it is understood that most of the Department of Agriculture officials consider it an acceptable compromise. Prof. Tugwell, following a conference with President Roosevelt on Jan. 6, which also was attended by Secretary of Agriculture Wallace, said he had discussed the measure with the President but did not know his views. He said that he was dissatisfied with the revised measure.

It is known that the department favors the Copeland bill over the measure introduced in the House by Rep. Black. Department officials feel that a new law is needed and that amendment of the existing law would not prove effective. Moreover, they oppose the provision of the Black measure, which would provide for issuance of "cease and desist" orders in case of law violations, which they assert would simply be a subterfuge and make effective regulation virtually impossible.

Al Smith Raps Bill

THE LATEST attack on the original Tugwell measure was voiced by former Governor Alfred E. Smith, in an editorial in the NEW OUTLOOK, of which he is editor. Admitting that the existing law needs strengthening, Mr. Smith said, however, that the Tugwell proposal goes far beyond simply amending and putting teeth in the present laws.

"The author himself," he asserted, "has stated with considerable frankness what he aims at in his bill is not just reform, but a revolution in the whole theory governing this field. He regards advertising as largely waste, and he thinks that the government should take a hand in limiting costs to the ultimate consumer by cutting out the advertising middleman. He also believes that Government control of industry will inevitably take the place of mere regulation, that the Government is competent to exercise such control, and that will be in the interest of the average citizen."

After analyzing the measure briefly, Mr. Smith declared it brings up "the same old problem which is popping up every day in the federal government. It is the problem of whether this country is going in for government control of industry, or for reasonable regulation. It is the question of whether we are going to the left or right, or whether we shall stick to the center. It is the question of whether we shall have a minimum of government or a maximum of bureaucracy."

News-Reel of the Air Will Soon be Available For Local Sponsorship

ADAPTING actual news-reel recording to radio, the firm of Dawson-Butcher-Montagne, 19 E. 47th St., New York, will shortly offer a new type of recordings to radio stations for spot and local sponsorship or sustaining presentations. Under an exclusive arrangement with Pathe News, the firm has been appointed sole sales representatives of the newly developed Pathe News-Reel of the Air upon which the film company has been working for more than a year.

Instead of a dramatization of the news or a reproduction of voices as in the "March of Time" program, for example, the listener will hear the actual event as it happened as well as the actual voices of the participants as "shot" by the news-reel sound men. Sample recordings especially produced with radio in mind, have been tried out on WBAL, Baltimore; WLIT, Philadelphia, and KDKA, Pittsburgh. Audience reaction was said to be highly favorable.

Production of the News-Reel of the Air will be supervised by Nick Dawson, for three years identified with commercial radio shows on CBS. Arthur G. Montagne, formerly in the agency and spot broadcasting fields, will direct the sales campaign. Jesse Butcher, formerly director of publicity for CBS, will handle promotion and publicity.

Ford Signs For Second Half Hour on CBS Net

TAKING a second half hour period on an 82-station CBS network, Ford Motor Co. on Feb. 4 will start Fred Waring's Pennsylvanians and guest stars in the first radio campaign to be sponosored by the parent company instead of by groups of dealers. Time reserved for the series is Thursdays, 9:30-10 p. m., and Sundays, 8:30-9 p. m. It was previously announced that Ford had contracted for the Sunday night series only and was seeking to clear time for its second program on an NBC network, but the NBC account has apparently failed to materialize. N. W. Ayer & Son, Philadelphia, is handling the account.

Expanding Territory

APPOINTMENT of Free & Sleininger, Inc., as New York representatives of WJJD, Chicago, and WIND, Gary, Ind., was announced Jan. 4 by Ralph L. Atlass, operator of the two stations. Free & Sleininger heretofore has operated as station representatives in the middle western territory only, but is now expanding its New York operations into the New York territory.

WLAP Move Approved

REMOVAL of WLAP, 100-watt station in Louisville, to Lexington, Ky., was authorized Jan. 5 by the Radio Commission. The station was authorized to change frequency from 1200 to 1420 kc. and will discontinue operation until April 15.

Pension Advocates Link 23 Stations

WOL Key of Special Hookup Backing Old Age Aid

RANKING second only to the Father Coughlin hookup as an independent chain, the Old Age Pension Association, now urging pension legislation by Congress, has contracted for a 10-week campaign over 23 stations, using WOL, Washington, as the key, and the five-station General Broadcasting System regional hookup as the nucleus. Approximately $1,500 a week is being spent for the network, the account having been placed directly through LeRoy Mark, president and manager of WOL, for J. E. Pope, president of the association.

The series began Wednesday, Jan. 10, over a 15-station hookup comprising WOL, WEVD, New York; WPEN, Philadelphia; WDEL, Wilmington, Del.; WCBM, Baltimore; KVOO, Tulsa; KOMA, Oklahoma City, and all stations of the Southwest Broadcasting Co. The program was for 15 minutes and featured a talk by Rep. Disney, of Oklahoma. On Jan. 11 a second 15-minute feature was broadcast over the GBS hookup of five stations, with KYW, Chicago; WHAS, Louisville, and WJR, Detroit, added. Rep. Truax, of Ohio, was the speaker.

The 10-week campaign includes 20 programs of 15 minutes each over the two separate hookups. The purpose of the campaign is to expedite passage of the proposed pension legislation. Card rates are being paid all stations.

Since no music is being used in the program, speech lines are being employed for the network. GBS is using Western Union lines, with A. T. & T. circuits being employed for the extension into Oklahoma, and Postal lines for the Southwest extension on Wednesdays. On the Thursday network, GBS uses its regular Western Union lines, with A. T. & T. circuits for the extension.

Diet League Series

FITZMAURICE & SON, Los Angeles advertising counsellors, has signed with the Protective Diet League of California, Los Angeles, for 100 transcribed 15-minute episodes. Technical work will be done at Recordings, Inc., Hollywood. Series will be titled "The Avenger" and will have to do with science from historical date up to present day methods. Actual production was started Jan. 5, and placement will be made on 36 stations west of Chicago starting some time in February.

Nujol-Mistol Renew

RENEWALS of Standard Oil Co. of New Jersey's Nujol and Mistol series were placed with 29 and 14 stations, respectively, by McCann-Erickson Co., New York, the first week in January. The series comprise five 5-minute transcriptions weekly, with Dr. Royal S. Copeland, U. S. Senator from New York, sponsored by Nujol, and Dr. Shirley W. Wynne, former health commissioner of New York City, sponsored by Mistol.

WLW Testing With 500,000 Watts

Remarkable Coverage Claimed in First Past-Midnight Experiments with World's Most Powerful Transmitter

By JOSEPH A. CHAMBERS
WLW Technical Supervisor

Mr. Chambers

FIRST TESTS of the new 500 kw. experimental adjunct of WLW are now under way, and the youthful engineer who supervised its erection makes the astonishing statement that on modern receivers the station should be heard over all the United States east of the Rockies during the day and all over the country at night. The experiments with this new transmitter are at present limited to after-midnight hours and are being watched by officials and by the whole broadcasting industry with intense interest as possibly forecasting a revolution in high power broadcasting.

THE WORLD'S largest broadcasting station is nearing completion at WLW, Cincinnati. Preliminary tests verify all engineering predictions as to the results of properly using 500 kw. for broadcast service.

Powell Crosley, Jr., president of the Crosley Radio Corp., and owner of WLW, has always been a pioneer in broadcast fields and has installed one of the first stations in each successive increase of power. It has been his contention that the only effective "static eliminator" is more power. The location of WLW is admirably adapted for the use of power sufficient to supply maximum service to the entire country. It is relatively near the center of population as well as the geographic center. It is also very near the trade center of the United States. WLW has an authorized clear channel frequency of 700 kc. and Mr. Crosley feels that a clear channel station should use its channel to the greatest extent possible by the development of the art and that any lesser use is a waste of facilities.

831-Foot Radiator for 500 kw.

Uses Call Letters W8XO

THE RADIO Commission has granted authority to construct and test the transmitter at 500 kw. as an experimental station to demonstrate the feasibility of such a transmitter and it is being tested under the assigned call letters of W8XO. Tests are at present being conducted daily between 1 and 6 a. m. EST.

It was predicted, and tests to date verify the predictions, that the use of this power for the first time in North America will bring satisfactory reception to thousands of listeners, particularly those listeners living too far away from any existing high quality station to receive primary service. It is particularly noticeable throughout the South, where there are relatively few stations and where receiving conditions are such that a relatively high signal is required for true radio enjoyment. The signal is raised to such a level that even under fading conditions it does not often fall beneath the limits of automatic volume controls and perfect reception is the result.

The effect of the use of the new vertical antenna and the use of 500 kw. of power result in an increase of service area (to limit of flat response for receivers with automatic volume control), of approximately 1,800 per cent. The result will be satisfactory day reception (except in business districts of distant cities), over all of the United States east of the Rockies, and satisfactory night reception over all the United States.

Incorporates New Ideas

TO FURTHER increase the service of this station, extraordinary precautions have been taken to assure continuity of service. Many features never before incorporated in broadcast transmitters are being successfully tried out in this installation by R.C.A. Victor Co.

The transmitter has been divided into sections and so arranged that it will operate satisfactorily (though with slightly reduced power) with any one of these sections isolated. Thus, any kind of service work or repairs can be carried on on any part of the transmitter containing a failure without going off the air. Elaborate control equipment automatically isolates faulty sections and restarts the transmitter in a fraction of a second. Duplicate power supply and many other features also tend toward continuity of service.

Unusually high quality is being realized in this transmitter. High quality audio amplification is used throughout and Class B high level modulation is used to obtain full 100 per cent modulation with high quality and stability.

Reports on preliminary tests have been received from all over the country and many foreign countries, all reporting reception and quality such as they have never heard before. Its proper operation is assured and the installation of this transmitter marks another great stride in the development of broadcasting.

The new plant has been constructed at a cost of more than $400,000.

500,000 WATT WALLOP—Powel Crosley, Jr., president of WLW, is seen throwing the master-switch of the new 500 kw. transmitter being operated experimentally to test the efficiency of super power broadcasting.

'Powerful' XEAC Goes On Air at Agua Caliente

ITS POWER undisclosed, but described by its promoters merely as "powerful," the newest Mexican-licensed broadcasting station near the American border, XEAC, went on the air Jan. 6 at Agua Caliente, near San Diego, Cal., using the 820 kc. frequency. Studios are located in the Agua Caliente Spa. The antenna is described as a directional one, aimed northward to serve the Pacific coast region.

The station is privately owned and operated and will carry commercial programs, broadcasting a regular schedule of 19 hours a day. Maynard Dowell is general manager; Verne Routh, chief engineer; Paul Myers, commercial manager, and W. F. Crouch, publicity director. Mr. Myers formerly was commercial manager of KFVD-KFAC, Los Angeles.

Seek NAB Convention

AN INVITATION to the NAB to hold its next annual convention in Honolulu was received Jan. 2 from the combined business and trade organizations of the city. Civic organizations, at a meeting last month, adopted a resolution requested KGMB, Honolulu to initiate steps to that end. Invitations also have been received by the NAB from Hot Springs, Ark., Memphis, and from White Sulphur Springs, where the convention was held last year.

A RADIO campaign, beginning with Joe Emerson "Bachelor of Song," over WLW, Cincinnati, is planned as part of the new national advertising program of Norwich Pharmacal Co., Norwich, N. Y. (Unguentine skin cream.)

Commission Will Adopt Policy On Liquor Advertising by Feb. 1

Complete Ban on Rum Programs Held Unlikely; Premature Reports on Decision Denied

DEFINITE policy on programs sponsored by distillers, and possibly brewers, will be adopted by the Radio Commission shortly in order that the broadcasting industry may know just where it stands in official eyes in handling such accounts, it was learned Jan. 13 by BROADCASTING.

Widely published reports that the Commission already had decided to ban hard liquor advertising on the air, and that violations would result in revocation of licenses, were denied by the Commission. At the time these reports were published, the Commission had not even considered the question, but simply had instructed its legal division to make a study of the laws involved.

Subordinate Reprimanded

IT DEVELOPED that the information, obviously untrue, was given out by a subordinate in the legal division, who has been sharply reprimanded. Instructions have been issued by Chairman Sykes, as a result of the incident, that subordinates must not discuss matters of Commission policy at any time.

What form the Commission's determination of policy will take as yet is unknown. Because of the radio law and other restrictions, it is hardly expected that the Commission will act to prohibit liquor and beer advertising. Under the law, it cannot exercise program censorship but can take into account the program merit of stations in considering applications for renewal of license.

One view is that the Commission might follow the procedure it adopted several years ago in connection with lottery and astrology programs. At that time it issued a press release stating that while it could not censor programs it construed such features as not in the public interest, convenience and necessity, and would be prepared to take punitive action against offenders on applications for renewal.

Late-Hour Broadcasts

MORE LIKELY, however, the Commission may express an opinion that such programs should not be broadcast during the day or early evening hours, while children are listening in. It might urge that liquor-sponsored programs be broadcast during late night hours and that stations, agencies and advertisers cooperate in an effort to make the commercial announcements as restrained as possible in order that criticism will be minimized.

Whatver policy the Commission adopts, however, will emphasize that stations must be governed by the laws of their own states relating to the sale, consumption and advertising of intoxicating liquor within their boundaries. Such powers, under the constitution, it is agreed, fall under the police jurisdictions of each state. About 18 states, according to the Post Office Department, have laws prohibiting the advertising of hard liquors.

Since radio is interstate commerce, however, one state may not place restrictions on a station in a wet state which can be heard in the dry state. That would constitute interference with interstate commerce.

View on Net Programs

IF THE COMMISSION'S legal division follows the broad opinions related to liquor advertising rendered informally by both the Department of Justice and the Post Office Department, it will conclude that there are no laws prohibiting advertising of liquor over the air. The so-called Reed amendment, designed to protect dry states from liquor advertising via the mails, in no wise affects radio, since it was enacted in 1917, prior to the advent of commercial broadcasting, the departments pointed out several months ago. Legislation is now pending to repeal the amendment.

In connection with network advertising of liquors, the legal view seems to be that such programs are permissible if they originate in wet states. In other words, it is believed that programs, under the law, can be produced in wet states where there are no anti-advertising laws, even though the signals may be picked up in dry states. By the same token, it is held that such programs may be relayed into dry states, but may not be produced in dry states where anti-advertising laws are in effect.

Many stations have asked the Commission for a ruling on liquor advertising to avoid possible future difficulties. They want a positive stand and announcement of uniform policy. Neither network has yet accepted hard liquor advertising, but both are handling beer accounts and both presumably will accept wine advertising.

Stations Are Cautious

INDIVIDUAL stations, for the most part, have not accepted liquor accounts to any appreciable degree, despite the fact that there has been no legal ruling to impede those stations in wet states having no anti-advertising laws. Where such accounts have been accepted, unusual caution has been exercised in wording of commercial credits, for the most part limiting them to brand-name reminders.

The Commission probably will determine its policy prior to Feb. 1.

A TEST schedule, supported by a newspaper campaign, has been started over WCAU, Philadelphia, and WHP, Harrisburg, Pa., by Barbeys, Inc., Reading, Pa. (Sunshine brands of beer, ale and porter). Using transcriptions produced by World Broadcasting System once weekly from Dec. 20 to March 14, the account is presenting a new 15-minute show titled "Love Making, Incorporated."

Direct from Congress

USING a special microphone attachment to his telephone in his office in the House Office Building in Washington, Congressman Henry Ellenbogen of Pittsburgh on Jan. 7 began his series of talks on "What Happened in Congress this Week," which are being relayed by direct wire to WJAS, Pittsburgh, for 15 minutes each Sunday afternoon. The new Congressman tells his constituents about happenings of particular interest to the Pittsburgh area as well as about general national developments as seen from his point of vantage.

Drug Store Gains Credited to Radio

Survey Shows Six out of Ten Products Were on Air

GAINS in sales of leading drug store products are attributed predominantly to radio advertising in the first of a series of surveys conducted by the Ross Federal Service, Inc., for *Sales Management*.

The survey, which covered 15 major markets and 10 classes of products, disclosed that in six of the 10 groups, radio advertising led all other media as the reason for the increase in sales. In one other category it was second; and of the remaining three, two used no air time whatever during the survey period, while the tenth group (toilet soap) suffered from greatly reduced appropriation.

On the reason for sales gains, the inquiry was, "Is the increase caused by newspaper, magazine or radio advertising, window display, price reduction, or any other reason?" Radio advertising was given as the reason in the cases of cigarettes, tooth paste, laxatives, mouth wash, face cream and shaving cream.

Radio was given second place in tooth brush sales, while in the cases of safety razors and razor blades, price reductions were ascribed as the main reason for increased sales. As to tooth brushes, it was brought out that only one brand was radio-advertised and that it led the field in 12 out of the 15 markets investigated.

While safety razors and blades were not radio-advertised during the period surveyed, one new brand of blade was advertised during the latter half of 1933. The blade, however, was introduced in the summer of 1933 and therefore cannot be classed as a leading brand.

In the case of toilet soaps, statistics show that radio advertising dropped from $500,000 in 1932 to less than $200,000 in 1933.

Dental Advertising Hit by Association

Aid of Commission and NAB Solicited by Organization

EFFORTS to prohibit dentists from using broadcast advertising are being made by the American Dental Association, which has filed with the Radio Commission a resolution condemning such broadcasting as "selfish, unprofessional and commercial." The association has solicited the aid of both the Commission and the NAB in its understanding, but does not intend to foster legislation or federal regulation.

It was learned that the subject was discussed at a recent conference in Washington attended by Commissioner Lafount; Dr. A. C. Wherry, president, and Dr. C. Willard Camalier, trustee of the Dental Association; Dr. C. T. Messner, of the U. S. Public Health Service; Philip G. Loucks, NAB managing director, and James W. Baldwin, executive officer of the broadcasting code authority.

Dr. Wherry agreed that enforcement of ethics within the dental profession is a matter for his association and the state licensing bodies but asserted that his organization desired the support of the Commission and the radio trade association. Similar steps, he declared, are being taken in connection with dental advertising in newspapers.

"This problem," Dr. Wherry said, "if not curtailed in its infancy, may develop into a serious situation, as it relates to the health of the people through the dental profession."

RCA Victor, Hollywood Recording Plant, Opens

RCA VICTOR Co., Inc., has opened its fourth transcription department at its Hollywood plant, others being at Camden, New York, and Chicago. W. Arthur Rush, who recently made a trip to the Camden factory, has returned to the west coast and has been named manager of the transcription department by G. Harold Porter, vice president.

The entire recording facilities of Victor will be available for the radio transcriptions with complete studio facilities and technical equipment. West coast stations and agencies were advised of the new department early in January by bulletins sent from the Hollywood office.

Agency's Own Studios

RUSSELL C. COMER Advertising Co., Kansas City, has installed its own private broadcasting studio for both production and auditioning of programs in which its clients are interested. The studio is large enough to accomodate an orchestra or a cast for a musical show. It is equipped with modern acoustical devices. A control room with soundproof window adjoins the studio. Installation was made by National Television, Inc., Kansas City.

Group Program for Spot Announcements

By WALTER J. DAMM
Director of WTMJ, Milwaukee

Six Local Advertisers Sponsor Half Hour Variety Show Reaping Profits for Themselves and Station

Mr. Damm

THIS DEPRESSION has taught radio along with all industry many lessons, and one of them is that spot announcements are not to be snubbed. In fact, as Mr. Damm points out, they have in many instances meant the difference between profit and loss. WTMJ has developed a group program, moreover, which eliminates the undesirable features of scattered announcements. Through cooperative sponsorship the station is able to offer a half hour program that is pleasing to the public and profitable both to advertisers and the station.

WHEN the secretary of a large Milwaukee coal company affixed his name to a contract renewal last month and said, "There, that's the best advertising money I can spend right now," it was another testimonial that spot announcements can and do produce results.

It took us some time to sell this particular coal company's officials on the use of radio. Finally they came in on a small contract. Immediately they noticed a ripple of response. They increased their appropriation for radio and the response mounted accordingly. They have been on WTMJ for two years. Although most of their selling is done through a staff of salesmen, they attribute 10 per cent of their sales to the announcements on the station.

That is, one-tenth of their volume comes directly from people who have admitted that they bought the product solely on the persuasion of the company's radio announcements. Of course, the company knows that radio is responsible for much more than 10 per cent of the volume, even though these extra sales are not directly traceable. And although radio brings in 10 per cent of their business, the outlay for this advertising represents a far smaller fraction of the total sales cost.

Sells Beer, Clothes

A BEER distributor signed an original contract for 150 announcements. After 10 broadcasts, the results were so gratifying that he quickly scrapped his first contract and signed up for 350 times to take advantage of the long term price.

A Milwaukee clothier started last summer with a daily broadcast, one 75-word announcement a day. Three months later he increased his radio advertising to twice-daily broadcasts. He found radio advertising so profitable that just recently he signed a year's contract for a thousand announcements. Before starting his announcement schedule on WTMJ, he was satisfied with a rather limited market in Milwaukee, simply the normal city business any clothier may expect. Now his dealings are state-wide. A woman who said she heard his announcements over the air brought her two sons 150 miles to buy suits for them at this particular advertiser's store. And many people have written him thanking him earnestly for advertising over the radio.

A restaurant featuring fine German cooking had built up a fairly good clientele and had been doing satisfactorily for 18 years. A couple of years ago its regular patronage began to fall off slightly, doubtless because of business conditions. After trying several means of getting back the normal business volume, it finally turned to radio announcements. It took a small announcement once a week, hoping only to replace the few regulars who had ceased dining there. But the results exceeded its fondest dreams. People began crowding the place. What had been ample room for 18 years now became cramped quarters.

This restaurant has been using a weekly announcement on WTMJ for a year, and is now serving more patrons than ever before. It is not at all rare to see people standing in the entrance, waiting for tables. This remarkable increase in business is directly traceable to radio advertising.

The building trades were extremely hard hit by the depression. A Milwaukee building contractor, not willing to have his men or his office idle, turned to radio for help in drumming up business. He signed a six-times-weekly contract, concentrating his selling efforts on repairs and small construction. The results were surprisingly good, in spite of the fact that his service was very hard to sell, and still is. Shortly after he began using radio advertising, there was a sharp upturn in his business. He is not only keeping his men busy but he is also enjoying a return to profit-making.

As to Station Profits

A FIRM selling bicycles decided last Christmas to use radio advertising. On a hunch, the proprietor signed up for 15 announcements, three a week, just before the holidays. Of the 400 bicycles sold during this period, more than 200 sales resulted directly from his small radio campaign. Although the store is situated far away from the main Christmas shopping districts, people from all parts of the city and many from out in the state came miles to buy his bicycles. As the average price of his product is about $45, it is easy to see that his small investment in radio advertising was exceedingly profitable.

Those are results! And with spot announcements at that. How are these amazing returns possible with spot announcements? How can they be turned to a station's profit? Well, let's take a look at the experience of WTMJ along this line.

For Smaller Advertisers

FIVE YEARS ago, maybe only four or three, spot announcements were looked upon with a certain amount of skepticism, considered more or less annoying evils in a station's schedule. They were frowned at not only by advertisers but by station operators as well. And I was one of the most rabid opponents. Of course, those were the days when local advertisers were taking half-hour and hour broadcasting times and paying fancy prices for talent. Some of the smaller advertisers, whose limited budgets didn't allow them to spend much for radio, found advantages in spot announcements, it is true. And it was also true that the smaller cost of announcements permitted more frequent messages on the air. But most of us asked, did they really sell goods? And then there was the argument that a little 50-word announcement was lost in the abundance of impressive hour programs sponsored by other advertisers. In other words, we thought there wasn't much profit in them, either for the advertiser or the station.

Then came the depression. Hour and half-hour programs gave way to 15 and 5-minute shots and even these were few and far between. It seemed that local merchants and manufacturers felt that radio advertising was one of the first expenses to be cut out. Something had to be done to adjust our situation to the new conditions. After all, you can't lose $50,000 to $100,000 a year forever and call it good will promotion. And you couldn't build good will without giving the public good radio entertainment.

Groping for an idea which would solve this problem, we finally hit upon one which certainly seemed worth trying. Why not build a good half-hour show and let six advertisers sponsor it instead of one? And so was born the group program.

We had a hunch from the beginning that we had made a valuable discovery. And the success of this type of program has justified our optimism. I can frankly say that during the past few years, when local advertisers were curtailing their budgets and few could afford to sponsor half-hour programs with impressive talent roles, our group programs were life-savers. They have been the major income source in this station's local business.

Value of Group Program

THERE are several distinct advantages for the station in a group program. In the matter of revenue, for instance, there is much to be gained from its use. Let's set up a hypothetical case. Suppose a station's card rate is $200 a half-hour for time alone. Six sponsors come in on a half-hour group program at $50 for each announcement. That's a total revenue of $300 each time the program is broadcast. After figuring normal profit on the $200 card rate, there's still a difference of $100 to apply to talent. You can really put on a pretty good show when it brings a revenue of $300.

Many stations find it necessary to fill in the gaps between paid local broadcasts and chain programs with cheap sustaining features, thereby lowering their average quality of performance on daily schedules. In my opinion, there's no quicker way of losing your audience. You can't fool the listening public. Why not take advantage of joint sponsorship programs and offer them shows they'll enjoy tuning in, and at the same time increase the station's revenue?

What about the argument: too much commercial stuff on a group program; listeners resent it. This objection doesn't hold water. There's no more selling talk on a group program than on a straight commercial. We keep our spot announcements down to 50 to 100 words. The average single sponsored commercial has more than 600 words in its sales messages.

Three definite rules govern the operation of our group programs:

1. Give the public a good program which offers the best talent

(*Continued on page 28*)

Net Revenue Sets 20 Months' Record

December Return $3,697,283; Year is 19% Under 1932

WITH December revenues of both the NBC and Columbia networks reaching the highest total since April, 1932, gross income of the two major network organizations from the sale of time during 1933 reached a total of $31,516,289, or 19 per cent less than in 1932 when it was $39,106,776.

Final network figures for the year, nevertheless, reveal a healthy state for that branch of the business of broadcasting, for the last quarter of 1933 saw network radio advertising improve progressively over the same three months of 1932 and at present the number of accounts under contract forecast continuingly, improved business.

December revenues of the two networks amounted to $3,697,283, of which $2,324,567 represented NBC income from its several chains and $1,372,716 represented CBS income from its single chain. The NBC figure was a gain of 16 per cent over the same month of 1932 and the CBS figure was a gain of 37 per cent.

Of the combined total for the year 1933, NBC accounted for $21,452,732, a drop of 19 per cent from the record NBC figure for 1932 which was $26,504,891. CBS accounted for $10,063,566, a drop of 20 per cent from its 1932 record figure which was $12,601,885.

The figures, compiled by NATIONAL ADVERTISING RECORDS, furnish the only index available for radio business during the last two years, the NAB having started its monthly calculations of individual station time sales only last September and having announced the figures by months through November only. When 1934 is ended, the NAB statistics will furnish aggregate station comparisons with network time sales not now available.

Gross Revenues of the Networks: 1932-1933

(Source: National Advertising Records)

	COMBINED NBC & CBS TOTALS BY MONTHS			NATIONAL BROADCASTING CO.			COLUMBIA BROADCASTING SYSTEM		
	1932	1933	Per Cent Change	1932	1933	Per Cent Change	1932	1933	Per Cent Change
Jan.	$3,984,289	$2,811,350	—29%	$2,635,447	$1,869,885	—29%	$1,348,842	$941,465	—30%
Feb.	3,891,025	2,627,761	—34%	2,571,609	1,742,784	—32%	1,319,414	884,977	—33%
March	4,300,833	3,013,565	—30%	2,864,783	1,997,463	—30%	1,436,050	1,016,102	—29%
April	4,004,484	2,465,664	—38%	2,649,892	1,690,177	—36%	1,354,592	775,487	—43%
May	3,632,442	2,287,143	—37%	2,305,448	1,662,887	—28%	1,326,994	624,256	—53%
June	2,997,296	2,065,195	—31%	2,081,466	1,512,139	—27%	915,830	553,056	—40%
July	2,416,616	1,816,407	—25%	1,825,433	1,370,993	—25%	591,183	445,414	—25%
Aug.	2,285,680	1,907,481	—17%	1,745,338	1,407,843	—19%	540,342	499,638	— 8%
Sept.	2,492,951	2,102,809	—16%	1,807,795	1,555,606	—14%	685,156	547,203	—20%
Oct.	3,035,631	3,255,839	+ 7%	2,063,273	2,130,046	+ 3%	972,358	1,125,793	+16%
Nov.	3,059,848	3,465,801	+13%	1,953,953	2,188,342	+12%	1,105,895	1,277,459	+16%
Dec.	3,005,683	3,697,283	+23%	2,000,454	2,324,567	+16%	1,005,229	1,372,716	+37%
Totals and Averages	39,106,776	31,516,298	—19%	26,504,891	21,452,732	—19%	12,601,885	10,063,566	—20%

J. A. Holman Joins McClelland's Net

AS THE FIRST major step since his announcement last November that he would launch a third major network on a mutual operating basis, George F. McClelland, former NBC vice president, disclosed Jan. 9 that John A. Holman, of the American Telephone & Telegraph Co., has joined his Broadcasting Stations Corporation as vice president and general manager.

Mr. McClelland did not divulge any further details concerning his plans, but informed BROADCASTING that the project is developing along predetermined lines. Last month he stated he hoped to have the network, projected to be competitive with both NBC and CBS in full commercial operation by next fall.

Mr. Holman, according to Mr. McClelland, resigned from the A. T. & T., with which he had been associated for 20 years, to join his new organization. He was Mr. McClelland's predecessor as manager of broadcasting for the A. T. & T. before the advent of NBC, and prior to that was radio problems engineer for the Bell System.

It was with Mr. Holman that the former NBC vice president in 1926 worked out and instituted the first network, which later became NBC. From the position of manager of broadcasting, Mr. Holman was promoted to the staff of A. T. & T. and later joined the New York Telephone Co.

Radio Listeners Spent $100,000 for Fan Letter Postage to CBS in 1933

THE AMERICAN radio audience spent nearly $100,000 on postage stamps to send letters and postcards to CBS during 1933, an analysis of the network's fan mail reveals. The CBS fan mail during 1933 topped all previous records, running 25 per cent higher than 1932 and 47 per cent higher than 1931.

The analysis shows an actual count of fan mail cleared by the CBS audience mail department in New York alone during the past four years as follows:

Year	Pieces of Mail	Postage Cost*
1930	983,638	$17,213.66
1931	2,345,155	41,040.21
1932	3,546,747	75,368.37
1933	4,400,000	98,000.00

A conservative estimate of all the mail received by CBS clients and affiliated stations when added to the above figures gives the following totals; radio listeners spent over a million dollars on postage alone for mail sent in response to CBS programs during the last four years:

Year	Pieces of Mail	Postage Cost*
1930	8,000,000	$140,000
1931	12,500,000	218,750
1932	15,000,000	318,750
1933†	18,000,000	450,000

* Figured on basis of 75% letters, 25% postcards; 3c letter rate in effect July 6, 1932.

† December figures are estimated.

Arnoux Joins WTAR

Mr. Arnoux

CAMPBELL ARNOUX, managing director of KTHS, Hot Springs, Ark., since its establishment nine years ago, has resigned to become general manager of WTAR, Norfolk, Va., effective Feb. 1. The Norfolk station, owned by a syndicate of newspapers, is a CBS outlet. A pioneer in radio, Mr. Arnoux originally was with WBAP, Fort Worth, which he left in 1924 to establish the Hot Springs station.

Jimmy Roosevelt's Talks

THOUGH his duties carry him out of town regularly, James Roosevelt, eldest son of the President, has adopted a policy of giving his weekly talks over WNAC, Boston, and the Yankee network regardless of circumstances. On Jan. 2 he was unexpectedly detained in Washington, so he broadcast directly from the White House via a special line to Boston, with WJSV, Washington CBS outlet, added for his talk. A few weeks ago he had to broadcast from his bed in the New England Baptist Hospital where he had been confined.

Bakery Hooks Up Two

A SPECIAL hookup of KGO, San Francisco, and KFI, Los Angeles, has been engaged by Langendorf United Bakeries, Inc., San Francisco (bread and pastries), to carry the "Langendorf Pictorial," a series of news broadcasts by Rush Hughes, beginning Jan. 15. Broadcasts are daily except Saturdays and Sundays, 3-3:15 p. m., PST. Account is handled by J. Walter Thompson Co., San Francisco.

Bell for Listeners

EXPERIMENTS with an automatic call signal that might be fixed on radio receivers to call attention to any special news broadcasts or unusual programs by manipulation from the station are being conducted by WABC, New York, in cooperation with the Sparks-Withington Co., Jackson, Mich. (Sparton radios).

NBC Nets Start Year With 77½ Hours Sold

CORRECTING the estimates of time sold on the NBC networks as of Jan. 1, 1934, as reported in the Jan. 1 issue of BROADCASTING, NBC cites the following schedules:

Between 6:45 a. m. and 1 p. m., the NBC-WEAF network has 11 hours and 45 minutes sold; the NBC-WJZ network, 3 hours and 45 minutes. Between 1 p. m. and 6 p. m., the NBC-WEAF network has 11 hours and 15 minutes sold, the NBC-WJZ network, 8 hours and 15 minutes. Between 6 p. m. and midnight, the NBC-WEAF network has 22 hours and 45 minutes sold; the NBC-WJZ network, 19 hours and 45 minutes.

The total for the two networks is thus 77 hours and 30 minutes, exclusive of repeat and local programs.

Lafount One of Judges In Air Cell Essay Test

WITH Radio Commissioner Harold A. Lafount as one of the judges, National Carbon Co., New York, has started an advertising campaign in farm papers to back up its contest for essays on "What Air Cell Radio Means to Me." The company is making an intensive drive for its new Air Cell radio battery which runs without storage or dry A battery. Prizes number 383, with the first three $1,000, $500 and $250. The other judges are Senator Capper of Kansas and John Barton Payne, chairman of the American Red Cross. The contest and advertising campaign are being conducted by J. M. Mathes, Inc., New York agency.

Carryover Influence

A STRIKING testimonial to the carryover influence of radio advertising is furnished by the fact that about 2,000 letters a month have been coming in regularly to CBS offices in response to the "Lone Wolf Tribe" program sponsored by the Wm. Wrigley Jr. Co., Chicago (chewing gum) despite the fact that the program has been off the air for seven months.

THE PISO Co., Warren, Pa. (cold remedy), has purchased daily weather reports for 52 times on WFBM, Indianapolis, and WDAF, Kansas City, effective Jan. 8. The account is handled by Stack-Goble, Chicago.

ABOUT 100 stations will be used to carry spot announcements for Plymouth Motor Co. in its 1934 campaign, starting early in February, and handled by J. Stirling Getchell, Inc., Detroit.

Radio News Plan Arouses Opposition

Approval by A. P. Paves Way for Net-Press Service Tie-up; Los Angeles Group Moves to Form News Association

By MARTIN CODEL

OPPOSITION along several fronts —including a project launched in Los Angeles to start a new co-operative radio news-gathering association on a national scale— has developed against the proposed radio-news agreement between the networks and committees of the press associations and newspapers, as published in the January 1 issue of BROADCASTING. Though the heads of the two major networks are ready to adopt the terms of the proposed "truce," individual station operators in many cases are bitterly opposing the plan whereby radio would agree to cease broadcasting all but the brief news reports furnished jointly by the press associations. Certain newspapers, including many that own radio stations and some with satisfactory news tieups with radio, are also reported to object to the so-called 10-point plan.

In the meantime, nevertheless, the agreement—at least insofar as it would apply to the networks and the press associations—appears to have hurdled its final obstacle with the adoption by the board of directors of the Associated Press, meeting in New York Jan. 11, of a resolution reading as follows, as telegraphed to BROADCASTING by Kent Cooper, A. P. general manager:

Text of Resolution

"*Resolved*, That the general manager is hereby authorized to furnish for broadcasting purposes, without charge, the news of the Associated Press, as follows:

"Portions of the day report for a broadcast limited to a five-minute period not earlier than 9 p. m.;

"Portions of the night report for a broadcast limited to a five-minute period not earlier than 9:30 a. m.;

"And in addition matters of transcendent importance as they occur; be it further

"*Resolved*, That the general manager is empowered to suspend any provisions of the resolution of the board of directors of October 6, 1933, affecting broadcasting which are inconsistent herewith."

This resolution contains the gist of the terms of the agreement tentatively accepted at meetings in New York Dec. 11-13 which were attended by Presidents M. H. Aylesworth of NBC and William S. Paley of CBS, together with other officials of the networks and with representatives of the American Newspaper Publishers Association, the Associated Press, the United Press and the International News Service. The latter two press associations were reported ready to put it into effect, but a vote of the A. P. board was deemed necessary because it is a mutually owned and non-profit making enterprise.

President Alfred J. McCosker of the NAB also attended one of the preliminary radio-press meetings, but has stated that he cannot commit the independent broadcasting industry to the proposal.

How Plan Would Work

IN BRIEF, the plan is to have the three big press associations furnish their day and night reports without charge to an editor whose expense is to be borne by radio; to have the networks carry the 5-minute news flashes, unsponsored, at the stated times; to make this news report also available, but also not for sponsorship, to individual stations willing to pay a pro rata share of the expense, and to protect radio with news flashes on events of "transcendent importance" whenever they occur. The broadcasters are to agree to abandon the news-gathering field and to regulate the broadcasts by their commentators to generalizations and background of general news situations rather than a recital of the news.

Columbia News Service, news-gathering subsidiary of CBS, is already preparing to quit the news field, its successful but costly venture into it having largely impelled the press interests to be willing finally to enter into an accord with radio.

Practically all of the objections have been raised by non-network owned or operated radio stations. Philip G. Loucks, managing director of the NAB, reports that numerous letters of protest have been received by his office and Mr. McCosker has repeatedly stated that, no matter what attitude his station (WOR, Newark) may take, he cannot sign any agreement binding upon the industry as a whole.

Independents Protest Plan

THE INDEPENDENT radio station operators take various views. Some assert that two 5-minute news flash periods are insufficient, particularly since the news to be furnished will already have appeared in the evening and morning newspapers in view of the "not earlier than 9 p. m." and "not earlier than 9:30 a. m." limitations. The ban on the sponsorship of news flashes is also opposed. Certain broadcasters, more bitter than others, object to what they call the "censorship" of radio by the press.

Most outspoken of all the opponents of the agreement is Guy C. Earl, Jr., operator of KNX, Hollywood, which for several years has purchased the United Press news reports directly from that association and carried sponsored news flash periods on perhaps a larger scale than any other station in the country. Mr. Earl declares that the news proffered under the agreement will be "stale" and bitterly opposes any ban on sponsorship. His station has been served notice by the U. P., however, that the service will shortly be discontinued. He stated in Washington this week that he has a six-months' cancellation clause in his contract with the press association.

The case for the networks, at least, and to some extent for radio at large, is stated in Mr. Aylesworth's letter to Mr. Earl, published on this page. Mr. Aylesworth's belief is that radio must make peace with the press; that radio is essentially not a news-dispensing medium, and that continued cooperation with the press and a mutual recognition of one another's rights will be best for radio in the long run.

A. P. Approves Plan

AS MATTERS now stand, the agreement has the sanction of the two networks and the three press associations, and probably will be endorsed by the radio committee of the A. N. P. A. despite the opposition of newspapers that want to continue their individual news tieups with radio stations or that group of newspapers that want to wage a "war to the end" with radio as an advertising competitor. The

(*Continued on page* 35)

Aylesworth States Purposes of Radio-Press Agreement . . .

THE PURPOSES motivating the radio group, which met recently in New York with press association and newspaper representatives to come to an agreement regarding the use of news by radio, are set forth in the following letter dated Dec. 29, and sent by M. H. Aylesworth, president of NBC and to prime mover in the radio-press discussions, to Guy C. Earl, Jr., operator of KNX, Hollywood.

Mr. Aylesworth's letter is in reply to a letter of transmittal from Mr. Earl, including a copy of the first broadcast over KNX protesting the tentative agreement (see January 1 issue of BROADCASTING). The KNX broadcasts are discussed elsewhere on this page. Mr. Aylesworth informed a representative of BROADCASTING that some 75,000 letters of protest from KNX listeners have been received by NBC, and it is learned that the Federal Radio Commission has received several thousand more.

This letter is published in full as an explanation by Mr. Aylesworth of the reasons prompting the tentative agreement and its tentative acceptance by the networks:

Not Sufficiently Informed

YOU WERE very kind to send me the complete statement which was announced on Station KNX dealing with radio and the press and mentioning me quite prominently along with others who attended the radio and press conference here on December 11. You say that the statement is probably a "rank injustice to you" but it was necessary to make the statement so that you "could quickly, forcibly and effectively present our views." You generously state that I have justification for being bitter at you for the announcement made on your station. Whether I am justified or not, I want you to know that there is no bitterness in my heart toward you, Earl, or Station KNX.

KNX Has Advantage

I DO REGRET that you were not sufficiently informed, for your statement leads only to confusion in the minds of your radio audience, as is shown by their letters to me and to the Federal Radio Commission. I also realize that you have a very unusual and important news monopoly through the United Press agreement which you transferred to your radio station when you sold your paper. This contract makes it possible for you to broadcast news constantly on your station; whereas the networks have been unable to broadcast spot news from the press associations due to rules that have been laid down by the press associations, and the other radio stations of the country are dependent upon the local newspaper subject to the rules of the press associations and newspapers in furnishing news to the individual stations.

I know of no case in which any radio station has had the opportunity to put on as much spot news service as KNX and this is entirely due to the limitations and restrictions laid down by local newspapers and by press associations.

As I look at radio broadcasting, we are primarily engaged in the furnishing of entertainment, information, outstanding events and news bulletins in limited periods to the people together with religious, educational and public affairs broadcasting along with expert commentators who comment on the happenings of the day and descriptive events of public importance, such as speeches from Congress, football games, boxing and wrestling matches, parades, and other important events peculiarly suited to radio broadcasting.

Recently the Associated Press laid down restrictive rules on newspaper-owned radio stations that are members of the Associated Press as to the amount of news that any one of its newspaper-owned members could transmit over its radio station. There has always been a division of opinion among newspaper publishers and the press associations as to whether spot news in bulletin form broadcast on radio stations increased circulation, affected circulation or damaged circulation. I realize that many newspaper-owned radio stations and radio stations contacting locally with newspapers have broadcast bulletin news in varying quantity, and many have felt that this whetted the appetite of the listener for the newspaper and the more detailed news. Other newspapers, particularly the smaller ones and those not able to contact with a radio station have been quite sincere in their belief that too much news on the air hurts their circulation.

Press Prints Programs

FROM the very beginning of radio broadcasting, the press of the country has requested our radio programs and we have furnished them at a rather heavy cost to the networks and the newspapers have

(*Continued on page 18*)

Predictions That 1934 Will Bring Boom To Radio Continue as New Year Begins

John P. Roche Cites Success of Studebaker Broadcasts; South Aided by NRA, Says J. Leslie Fox

MORE bright pictures of the business outlook for radio are painted in additional comments received by BROADCASTING since the publication of its agency and advertiser symposium (see Jan. 1 issue) in which representative figures among the men who place a big share of the national radio accounts stated almost unanimously that they looked to 1934 as radio's boom year.

Mr. Fox

John P. Roche, president of Roche, Williams & Cunnyngham, Inc., Chicago agency, reporting to CBS on reactions to its Studebaker series, stated:

Sells Motor Cars

"FROM the comment of Studebaker distributors and dealers, we have every reason to believe that our first radio program played a decidedly important part in the successful launching of new models. The evidence of its success led us to use a second program in November and a survey just completed of Studebaker distributors and dealers makes it obvious that radio again was highly effective in attracting prospects to display rooms which resulted in numerous sales. In November Studebaker sales figures were the largest for this month in eight years. We are convinced that radio is definitely successful in selling motor cars and we are planning to make further use of it during the coming year."

Mr. Maland

J. Leslie Fox, commercial manager of WSM, Nashville, finds a much brighter picture for the South as cotton farmers and industrialists are forging ahead with many plans to bring Dixie back, and he credits the NRA with starting the upward trend. He adds:

Radio Suffered Least

"OF THE various advertising media radio has suffered, perhaps, the least during the recent year; however, advertising money has not been spent during 1933 as in the past and radio advertising has suffered as a consequence. However, since every day brings more evidence of the ultimate success of the new administration plans under the NRA, confidence has returned to the extent that advertising appropriations are being increased and all advertising will benefit as a result.

"The South is especially fortunate in that it has received attention from the government, not only in the matter of the Tennessee Valley development, but also government aid has been given to the growers of cotton and other southern crops.

"Dixie farmers have more money today than they have had for years. This is being reflected in retail sales and after all retail sales are necessary before business conditions can advance with the resultant sales and advertising drives which go along with it."

J. O. Maland, sales manager of WOC-WHO, Des Moines, reports that November and December business exceeded all previous records for volume and net profits and asserts that he expects 1934 to be the best year of all.

"One of the most important problems for the industry to solve," asserts Mr. Maland, "is to develop better methods of presenting commercial copy. Nothing can injure radio more than improper use of this powerful medium. Let's be careful to prevent decreasing its influence."

Cruse Succeeds Jones In U. S. Commerce Post

APPOINTMENT of Andrew W. Cruse, at one time manager of CMC, Havana, Cuba, for the Cuban Telephone Co., as chief of the electrical equipment division of the U. S. Department of Commerce, was announced Jan. 10. He succeeds Marshall T. Jones, who has been transferred to the department's newly undertaken real property inventory. The electrical equipment division compiles data on electrical markets abroad, including radio markets and reports on broadcasting conditions.

A native of Ingram, Pa., and a graduate of the U. S. Naval Academy, Mr. Cruze until recently was with the International Telephone & Telegraph Co., working with Mackay Radio and its cable subsidiaries. He has been with I. T. & T. since 1927, serving chiefly in South America. An electrical engineer by profession, he was formerly with the Westinghouse Co.

Ryan With LaGuardia

CLENDENIN J. RYAN, Jr., vice president of Federal Broadcasting Corp., now operating WMCA, New York, has been appointed secretary to Mayor LaGuardia of New York City. He has withdrawn from active participation in the station's operations. A grandson of Thomas Furtune Ryan and scion of one of America's great industrial families, Mr. Ryan was one of the group which formed the new WMCA operating company in September under the chairmanship of the Alfred E. Smith and the presidency of John T. Adams.

Gillette Extends Spots

GILLETTE SAFETY RAZOR CO., Boston, through Ruthrauff & Ryan, New York, has extended its electrically transcribed dramatized one-minute announcements on 68 stations through January. Spot is carried three times daily, six days weekly, contracts calling for a total of 72. The transcriptions were produced by World Broadcasting System.

"TIE THE TITLES"
Novel Morning Program Holds Listeners for an Hour

AN INNOVATION in morning program features producing excellent results is reported by WSBT, South Bend, Ind. Conceived by Robert L. Kennett, program director, the program is called "Tie the Titles" and is part of the morning "Mail Bag" from 9 to 10 oclock.

During the "Tie the Titles" period, 12 to 15 records are played, with commercial announcements interspersed in the conventional way. Listeners are asked to submit letters using not less than three of the titles of the records performed, with a minimum number of connecting words. Theater tickets are awarded the winners.

This feature, according to Mr. Kennett, has pulled as many as 600 letters a day and averages about 200. Listeners must keep tuned in for the entire hour to obtain titles of all records performed. Announcements are sold at premium rates.

In the "Mail Bag" program announcements are in the form of letters to the station from sponsors extolling the merits of their products. Mr. Kennett, a cousin of Leo S. Kennett, WSBT manager, conducts the program himself.

Borden Uses Film Stars In New Series on CBS

USING 28 CBS stations for a weekly hookup of 45 minutes, the Borden Co., New York (cheese and condensed milk) will draw upon Hollywood for a new dramatic and musical show titled "45 Minutes in Hollywood," starting Jan. 27. Four major producing companies of the film capital are cooperating with the sponsor in inaugurating a series of feature picture premieres and previews, with the stars themselves taking part and with Cal York, veteran film reporter, as the commentator. Young & Rubicam, New York, handles the account, preparations for which are being made by Ralph Wonders, head of the Columbia Artists Bureau, and Bert McMurtry, commercial production manager of CBS, who were in Hollywood in early January. Don Stauffer, of the agency staff, has also gone to Hollywood.

Texas Account Extends

AS A RESULT of a successful 13-week radio campaign with a quarter-hour studio program broadcast Sunday afternoons over WFAA, Dallas, the Boyer Co., Chicago (perfumes and cosmetics), is extending its program to the Texas network including KPRC, Houston, and WOAI, San Antonio, effective Jan. 20. In addition the advertiser is using three announcements weekly on WFAA. The account is handled by Frederick & Mitchell, Chicago.

GRANT GARRETT, one of Eddie Cantor's gag men, has left the Chase and Sanborn script duties in New York and returned to Hollywood. He has started to work for Wheeler and Woolsey with expectations that they will shortly do a sponsored network series.

Gimbels' Survey Shows Housewives Optimistic As New Year Begins

HOUSEWIVES in the principal eastern and middle western metropolitan areas are optimistic as the new year opens, and consequently should offer a better market than in 1932 for radio advertisers.

Bernard F. Gimbel, president of Gimbel Brothers department stores, revealed the results of a survey of more than 40,000 women in Philadelphia, Pittsburgh, New York, Milwaukee and Chicago during an address to industrial and newspaper executives at a luncheon Dec. 29 at the Waldorf Astoria, New York. The address was broadcast by both NBC and CBS.

The survey conducted by J. David Houser and Associates consisted of a questionnaire on popular economic issues, such as the NRA. The answers, briefly summarized, follow:

A large majority stated "we are on the way out of the depression." More than 85 per cent predicted the country would be better off after the depression than before, whereas 92 per cent of the women voted approval of the NRA as beneficial either to industry as a whole or to some parts of it. About 25 per cent said they have more leisure because of the NRA.

John S. Young to Teach Course at New York U.

JOHN S. YOUNG, NBC staff announcer who now has the title of "Doctor" by reason of the honorary degree recently conferred on him by St. Benedict's College, Atchison, Kan., will become a college instructor during the February semester at New York University for a course on "Radio Orientation." The course of 15 lectures on various phases of broadcasting and technique will be supplemented with talks by outstanding figures in radio.

Among others who will lecture to Dr. Young's classes are Dr. Walter Damrosch, Paul Whiteman and Dr. S. Parkes Cadman; Dr. Frank Goodman, executive secretary of the Federal Council of Churches of Christ in America; Franklin Dunham, NBC educational director; John J. Karol, CBS market research director; O. B. Hanson, NBC manager of technical operations; E. P. H. James, NBC sales promotion manager; Paul F. Peter, NBC statistician, and Frederic A. Willis, CBS educational director.

Howlett Aids Survey

HARRY HOWLETT, commercial manager of WHK, Cleveland, has been asked by the University of Pennsylvania to assist it in a survey of merchandising practices. The first step in the study will be the mailing of a questionnaire to all stations in cooperation with the NAB. Dr. Herman S. Hettinger, instructor of the Wharton School of Finance and Commerce of the University, and an expert radio economist, will have direct charge of the survey.

Radio Audiences Form Class Tastes

Broadcast no Longer Can be Expected to Reach all Groups; Advertising Copy, Not Program, Sells Products

By R. L. HARLOW

Assistant to the President
The Yankee Network

ABRAHAM LINCOLN observed long before radio appeared that "You can't please all the people all of the time." Mr. Harlow recalls this sage observation in complaining that sponsors often expect the impossible of broadcast programs and blame the broadcaster if results are not all that were anticipated. The modern listener today, he observes, selects his radio program just like a theater-goer picks the play or musical show he prefers. And it isn't the program which sells the sponsor's product, he adds, it's the commercial announcement.

Mr. Harlow

WHAT DOES the public want? Where is the producer who will guarantee that programs which he initiates will positively be listened to? Where is the man who can please all the people all of the time?

And isn't that exactly the individual for which we are all searching? What kind of business are we involved in? Is it theatrical, educational, engineering, advertising or what? Who started it and what were their qualifications?

A survey of the pioneers in the broadcasting field is certainly illuminating. The list contains no names of prominence either in the theatrical, educational or advertising fields. Engineers, yes, who produced the means but didn't know what to do with their own inventions. Isn't it a miracle, then, that we have succeeded as well as we have? Now with that background before us, we can better appreciate today's problems in the producing of programs for broadcasting.

Miracle Expected of Radio

WHO TODAY would expect to engage a theater and produce a play through which he hoped to please equally every man, woman or child regardless of race or creed. That may seem ridiculous but it is exactly what is expected of the producer of a radio program by its sponsor.

Granted music is the only real "Esperanto," it has as many dialects as any language. A new program is ready for the air as far as client and agency are concerned. What is the next step? Discounting all the conversations concerning securing "something new" the final solution is usually an orchestra, soloists or vocal groups and the M. C. and really not a bad start at that.

Now on paper "orchestra" is spelled the same whether it is the Philadelphia Symphony or some unknown jazz band. As far as the average client is concerned the former must be better because it costs more.

However, because we still assume that the general listening public is musically unintelligent in selecting our orchestra, we chose a dance combination.

Lo, the Poor Broadcaster!

ALL RIGHT, there's nothing the matter with good dance music but regardless of one's personal likes or dislikes, if we are staging a show to play New York City and every theater on Broadway was playing a burlesque show, it might be considered pretty poor showmanship to take the only available theatre left and open up one more of the same type performance and expect to do business.

As far as the theatre is concerned we plan carefully to make our appeal either to lovers of good music, symphonic or operatic; to those who will pay to see the drama or musical comedy, pictures or vaudeville. And we are quite satisfied if we have accomplished, successfully, that object.

In the printed "ad" we give thought to the circulation of the medium we select.

But lo, the poor radio programs! A station announces with pride a potential audience of 5,000,000 or more and is immediately expected to deliver just that number, regardless of who or where they are and without regard to individual habits or conditions or the means adopted by the client to bring his product to their attention. When will we learn that you can't fool a radio listener in his home any more than you can in a shop or on the street?

It isn't that the radio is losing its appeal—not at all. It's simply that today the radio fan selects his program according to his own personal likes or dislikes. He is rapidly being formed into the same groups which have been recognized by the "theatre" for years.

The Copy's the Thing

BASICALLY, if we are willing to face facts, the playing of the "Last Roundup" or an act from a Wagnerian opera will never sell a can of soup or a tube of toothpaste. It is the copy that sells—nothing else. Granted the ballyhoo of a fine program is a great attention-getter, and that a good performance builds good will, in the final analysis it is the copy, its dignity or cleverness of introduction, its delivery and salesmanship that brings the customer into the tent and makes him a purchaser.

And we have yet much to learn along these lines. If the program stops the passer-by long enough for us to start our sales talk it has accomplished all it can do; the rest is up to the product.

"Theatre" is an art just as much as painting or sculpture. "Good theatre" will never die and will in the long run create the greatest followers.

Novelties are extremely desirable and should be used just as long as they are novelties, not for a moment longer.

This isn't a plea for classical or so-called high brow performances. Nothing of the sort. "My Old Kentucky Home" and "Swanee River" will live just as long as the Rachmannoff Prelude or the opera Faust; both are good theatre.

Demands on Local Stations

WHETHER the program is popular in its make-up or classical it must be legitimate—legitimate in its orchestra, its vocalists, its numbers and their arrangements. Then inject the novelties and you are reasonably sure of an receptive audience.

And will some good advertiser tell us why clients and their agents expect the local station to produce a program and hold the same audience that listens to metropolitan productions at about one percent of the expense? As a matter of fact the local stations are doing a remarkably good job in this matter of competition.

A client who has been paying anywhere from $200 to $500 a broadcast for a soloist in New York expects the local station to produce equally good singers and hold the *same audience* at a maximum figure of from $15 to $25.

And the wonder of it all is that in many, many instances the stations have been doing just that.

A client readily agrees to $300 or more per week for special arrangements in New York but expects the orchestra over the local station to hold the *same audience* with standard printed orchestrations.

Why? It is exactly the *same audience* for the local programs as for that over the chain.

Three Rules of Success

AND THEN we finally come to that matter of dress rehearsal.

Having engaged the best orchestra and the other incidental talent we all sit around the directors' table and listen for upwards of two hours to lengthy discussions as to the tempo of this number, the placement of the men, the soloists being too loud or too soft, the appeal of this number or that, etc., etc.

Discussions by men who are successful merchants and manufacturers but whose knowledge of music is in their wives' names and whose only contact with the theatre was from an orchestra seat.

Well, of course, these are the gentlemen who are paying the bills and any conversation which leads of a signed contract is music to the ears of the radio stations.

There are only three rules to the success of any business: (1) right merchandise, (2) right price and (3) right time. Then add your advertising media and whether it be newspapers, magazines, billboards or the radio you need have no worry.

Job for Real Producer

BUT LET any one of these factors be missing and your advertising medium must "take the rap"—and how often radio has been made to shoulder that responsibility!

It would seem that there was still room for a lot of common sense in this broadcast business. That job for the real producer, both practically and artistically, is still open and we say "salary is no object!"

WLS Roundup Troupe Barely Escapes Gunfire

THREE MEMBERS of the WLS Roundup show narrowly escaped being wounded by a shotgun discharge while driving from Chicago to Anderson, Ind., for an appearance during the holiday week. Patsy Montana, who was cut by broken glass, suffered the only injury. The mysterious shooting came from a heavily wooded section. Tex Achison and Olaf, the Swede, were the other members of the group. Two units of the WLS Barn Dance show are invading eastern territory for the first time, making a two-months tour covering Detroit, Cleveland and intermediate points, reaching south to Memphis.

Unusual Milk Spots

GOLDEN STATE Co., Ltd., San Francisco, California state-wide milk distributing group, has taken time on KFWB, Hollywood, in the form of 15 spot announcements daily. The new angle of the announcements is that each one is given over to some civic activity, service club and fraternal groups—parades. regattas, races, legion affairs, etc. The only time the sponsor gets in the announcement is with the wording "Announcer, your Golden State Milkman."

Mail Order House Tests

MONTGOMERY WARD & Co., Chicago mail order house, is returning to radio with a test campaign, using WBAP, Forth Worth, Tex. The advertiser has purchased 15 minutes in an established morning program, the Early Birds, five days weekly for six weeks. This advertiser used a daily 15-minute program over an extensive NBC network about two years ago. The account is handled by Lord & Thomas, Chicago.

Closing of WNYC Denied in N. Y. C.

Sale Rumors Current Here; WINS Asks Facilities

ALTHOUGH there have been rumors current since Mayor LaGuardia was inaugurated that WNYC, the New York municipal broadcasting station, would be abandoned in the new administration's drive for economy, these reports were denied at the station.

It was pointed out that the station has within the last few days made application for a renewal of its license and that the application was made with the unqualified approval of Mayor LaGuardia.

Sale Is Rumored

THE RADIO COMMISSION in Washington has received no notice of abandonment from WNYC, but reports were current that Mayor LaGuardia is considering selling the station to private enterprise.

New York officials said that Frederick J. H. Kracke, new commissioner of plants and structures, under whose supervision WNYC is operated, has discussed the station with Mayor LaGuardia and that it was decided to continue the station under the same policy as heretofore.

Meanwhile, WINS, New York, on Jan. 6 filed with the Commission an application to increase its hours of operation from limited time on 1180 kc. to unlimited time, taking over the WNYC quota facilities. Informally, the Commission also has been petitioned by WVFW, Brooklyn, for the WNYC limited time assignment on the 860 kc. channel, and numerous letters from members of Congress has been received in behalf of the Brooklyn station, now assigned one-fourth time on 1400 kc.

Costs $43,000 a Year

SEVERAL MONTHS ago the Radio Commission shifted WNYC to 810 kc. thereby allowing WMCA exclusive use of the 570 kc. channel in the metropolitan area.

The cost of operating WNYC averages about $43,000 a year, and as far as is known no economies will be introduced. This amount covers the cost of personnel and actual operation expenses. No expenditures are made for talent.

Uses "Calendar" Display

THIRTEEN window displays, incorporated into one "calendar" from which a sheet can be torn each week by cooperating dealers, are being used to merchandise the new radio series started on 42 NBC-WEAF stations Jan. 7 by Lehn & Fink Products Co., New York, to advertise Hind's Honey and Almond Cream and Pebeco Toothpaste. The variety program, which started with Katherine Hepburn and will include a noted artist each Sunday night, 10:30-11 p.m., for 13 weeks, uses the "calendar" idea to introduce each of its big name stars, the dealer simply tearing off a sheet for the announcement of the succeeding Sunday's star. Ruthrauff & Ryan, New York, handles the account.

DIVIDENDS FROM RADIO DEALERS

Manager of WFDF Finds Cooperation With Set Trade Pays in Contracts and Good Will

SINCE RADIO is a medium of advertising, every service man and every radio dealer within a given station's listening area perforce becomes a member of that station's "circulation" department.

The development of this idea has brought Howard M. Loeb, manager of WFDF, Flint, Mich., to a position unique in radio broadcasting—that of president of the Radio Dealers and Service Men's Association of Genesee county. By combining the sending and receiving aspects of radio Mr. Loeb has obtained new business for WFDF, excellent prospects and invaluable publicity.

How the Idea Started

IT ALL began when the Genesee county radio dealers and service men last September planned the Radio Prosperity Campaign. Mr. Loeb spoke to the group, pointing out that it is to the best interest of the broadcasting stations as well as dealers and service men to sell the greatest number of sets and to keep them in proper repair. Subsequently the group elected Mr. Loeb temporary chairman to organize a new association and to assist in drawing up a code necessary for self-government under the NRA. When the group organized permanently as the Radio Dealers and Service Men's Association of Genesee County, Mr. Loeb was elected president.

Meetings were held regularly in the WFDF studios, enabling the attending members to become acquainted with the station and its operation. Through WFDF's promotional tie-up with the Flint edition of the DETROIT TIMES, which has a large circulation in Flint, news of the association, its meetings and accomplishments have received excellent publicity.

Financially, the project has been a success not only for the dealers and service men but for the station as well, several contracts for advertising having already been signed as a result. Members of the association compete one against the other in their advertising over WFDF. Each member also advertises his membership in the association. Moreover, several of the group are radio managers of local department, furniture, and chain stores and through them favorable contacts are being made with higher officials of their companies.

The good will engendered has also given WFDF favorable word-of-mouth promotion. Representatives of all of the 78 firms and service organizations in their retail selling and service work in homes praise the local station. In addition these same members have helped WFDF in their contacts with merchants in other lines of business.

Results in Advertising

RECENTLY, Mr. Loeb persuaded the promoter of a food show to enlarge it to the "Food Exposition, Radio and Home Appliance Show", and Mr. Loeb, in behalf of the new association, took an exhibit section. Space was sold to members of the association at actual cost, plus an added appropriation for the association's broadcasting and radio entertainment. WFDF then took one of the booths, which was used for a display of clients' merchandise.

Radio participants in the show plugged the association's exhibits in their advertisements over the air and in the local newspaper. Other advertisers sponsored radio entertainment which was given both over the public address system and over the air.

One Program; 7½ Hours

SHUNTING aside all other daytime programs, WJSV, Washington key of CBS, broadcast hearings on the proposed liquor bill for the District of Columbia locally for a continuous period of 7½ hours direct from the House Office Building. Senators and Congressmen were brought before the microphone by Harry C. Butcher, manager, and Robert Trout, announcer, during lapses in the hearings, which were carried from 10 a. m. to 5:30 p. m. A record for a continuous local remote is claimed.

Radio Actor's Two Sons Die in California Flood

JACK DOTY, Chicago radio actor, lost his 19-year-old twin sons, Winston and Weston, during the recent California flood. The boys were drowned with several other young persons while attending a house party in Montrose, Calif. They had appeared in several movies, including "Peter Pan" and "Our Gang" comedies. Doty participates in the General Mills' "Jack Armstrong" show; Edna Wallace Hopper's "Helen Trent"; Wrigley's "Myrt and Marge" programs over CBS, and General Mills' "Betty and Bob" show on NBC.

Flood Destroys Homes

THE NEW YEAR flood in and around Los Angeles made two of the KNX staff homeless. Eddie Albright, day announcer, returned home to find his house off the foundation and practically demolished, while "Hap" Felch, a technician, escaped with his family a few moments before a 15-foot wall of flood water entirely demolished his home. Albright lived near Glendale and Felch at La Crescenta.

Two More "Colonels"

TWO MORE station executives have been added to the fast growing list of radio holders of gubernatorial commissions as staff Colonels. Harry C. Butcher, manager of WJSV, received a Christmas Week appointment as a Kentucky Colonel. Harry Stone, manager of WSM, Nashville, has been appointed Colonel on the staff of Gov. Hill McAlister of Tennessee.

WNEW, Newest in N. Y., Goes on the Air Feb. 1; Antenna is Assembled

METROPOLITAN New York's newest station, WNEW, an amalgamation of WAAM, Newark, and WODA, Paterson, N. J., and owned by a group headed by Milton Biow, New York advertising agency executive, will begin operation about Feb. 1, according to an announcement from the station's offices.

In the meantime the work of building and assembling technical equipment is rapidly going forward. The station's new antenna is expected to be ready for use by Jan. 15. It will be a single tower vertical type of the latest design and will rise 430 feet above the Jersey meadows near Carlstadt.

WNEW's transmitter has a power capacity of 5 kw. and was originally used by CBS for WABC until the network's new 50 kw. station was erected at Wayne, N. J. The new station will use 2½ kw. day and 1 kw. at night on 1250 kc.

Studios are being renovated in preparation for the opening. Main studios will be in the Industrial Building in Newark, while the New York studios will be at 501 Madison Avenue, formerly headquarters of the Amalgamated Broadcasting System.

Mr. Biow is president of the organization and Richard O'Dea, former head of WODA, is vice president and technical director. Don Clark, formerly continuity editor for CBS and lately with WINS, is program director. Ed Fisher, formerly with RADIO GUIDE, is director of publicity, and La Rocca is musical director.

WHN Gets Full Time

THE MERGER of three New York stations, to be operated hereafter as WHN, was authorized by the Radio Commission Jan. 9, giving the metropolitan area another full time outlet. Through the Marcus Loew Booking Agency, licensee of WHN, the facilities of WRNY and WQAO-WPAP are taken over by WHN and the transmitter of WHN is to be used with 250 watts on the regional channel of 1010 kc. WHN was also authorized to conduct power tests up to 1 kw. after midnight.

"Roxy" Withdraws

S. L. ("ROXY") ROTHAFEL, one of the prime movers in the Radio City project, has resigned as manager of the Radio City Music Hall following a dispute with his superiors, it was announced Jan. 8 by J. R. McDonough, general manager of RKO and president of Radio City Theatres, Inc. The resignation followed a change in the name of the Roxy Theater in Radio City to the Center Theater, but this change was said to have had no bearing on the showman's withdrawal.

GLUEK BREWING CO., Minneapolis (beer) has turned to radio advertising and has begun its campaign with the script show "Sham and Rock" on KSTP, St. Paul, handled through Paul Hamilton Baker & Associates, Minneapolis.

Radio Revenues Up 4.1% in November For New High Peak

Receipts Total $5,985,870; Non-Net Returns Unchanged

ECLIPSING the preceding month by 4.1 per cent, gross broadcast advertising revenues for November reached a total of $5,985,870, according to the monthly NAB statistical service report issued Jan. 13. The compilation is the fifth monthly report to be issued since the inauguration of the service by Dr. Herman S. Hettinger, University of Pennsylvania economist.

November non-network revenues were $2,472,718 as compared with $2,471,606 for the preceding month. Network revenues during November totaled $3,439,088 as compared with $3,244,153 for October. Regional network advertising in November amounted to $74,051 as against $26,091.

Media Comparisons

MARKED increases occurred during the month in regional network advertising, the volume of business of this nature having almost tripled that of October. Individual station business remained practically the same in amount as during the preceding month.

The November gross figure for broadcasting compares with advertising expenditures of $41,356,796 in newspapers, $9,535,635 in 108 national magazines reported by Publishers' Information Bureau, and $436,830 in national farm papers. National magazine volume decreased slightly as compared with October, although such advertising volume is still 16 per cent behind that of 1932. Newspaper advertising volume experienced its usual seasonal decline and was 3.9 per cent less than October. National farm paper advertising decreased 4 per cent as compared with the preceding month.

Based on these figures, the NAB reports that the position of broadcast advertising compares favorably with that of other media, and seems to be recuperating from its recent decline in volume at approximately the same rate as is other advertising. "There should be a tendency for national network advertising to show an especially quick comeback inasmuch as advertising of this type is largely concentrated among the more prosperous and enterprising companies," it said.

Non-Net Revenues Firm

THE REPORT discloses that non-network advertising revenues remained about the same for November as compared with October. Classified according to powers, the non-network revenues were divided as follows:

	Gross Receipts	
Power of Station	*October*	*November*
Over 5,000 w. .	$894,860	$801,630
2,500-5,000 w. .	311,192	302,311
250-1,000 w. . . .	935,850	1,002,911
100 w. & under.	329,704	365,866

Geographically, there was little variation in the November and October receipts of non-network stations. The South Atlantic-South Central area showed an increase of approximately $50,000 to $403,794, while the other three geographical districts showed slight decreases. This 16.7 per cent increase in the South was attributed to increased buying power resulting from government crop control.

Local Ahead of National

LOCAL business continued to run ahead of national spot. Local revenues amounted to $1,387,376 in November as compared with $1,085,342 in gross receipts from national spot. In October, local receipts totaled $1,405,193 and national spot $1,066,413. By type of rendition, the non-network revenues of individual stations were divided as follows:

Type of Rendition	*November National Spot*	*Local*
Elec. transcriptions	$374,707	$120,809
Live talent programs	335,202	709,730
Records	8,074	48,806
Spot announcements	367,359	508,031

Spot Announcements Up

IN ANALYZING these figures, the NAB pointed out that electrical transcription volume in November declined approximately 11 per cent, though still remaining at a very much higher level than in September. The decline was said to be principally due to a recession in national spot business of this type. Live talent declined 4.5 per cent, though remaining approximately the same as that of the last several months. Spot announcements increased 15 per cent, due almost exclusively to national spot increase which rose 38.8 per cent over October. Local spot announcement volume increased 2.6 per cent over the preceding month.

Gains in amusement, automobile accessory, gas and oil, drugs and pharmaceuticals, toilet goods, tobacco and department store accounts were offset during November by reductions in such fields as automobiles, clothing, beverages, household applicances, soap and kitchen supplies and insurance and financial. Over individual stations the principal trends were marked declines in automobile advertising, an increase of about 11 per cent in clothing store accounts, a 50 per cent increase in drug store accounts, a rise in general retail advertising, and slight declines, in grocery, beverage, confectionery and household appliance accounts.

A SPECIAL hookup linking WOR, KDKA, WGY and CRCT will be used by the Dairymen's Cooperative Ass'n on Jan. 27 from 1 to 1:30 p. m.

Hard on Windows

THE MORTALITY rate on window panes is the highest of any items in the sound effects department of a radio network, according to Urban Johnson, head sound effects man for CBS in Chicago. Mr. Johnson and his corps of men smash an average of a dozen and a half panes a week to create the proper effect in various shows, sometimes crashing six or eight in a single rehearsal.

Two-Way Conversation, Arctic to N. Y. C., is Clear With Only 120 Watts

CLAIMED as a record for low-powered, long-distance voice transmission by radio, a two-way test conversation was carried out the night of Jan. 4 by Edwin K. Cohan, CBS technical director, and John Dyer, CBS engineer with the Byrd Antarctic Expedition, operating its station KJTY aboard the S. S. Jacob Ruppert, expedition flagship. Signals broadcast from KJTY with a power of only 120 watts, while it was below the Arctic Circle, were heard clearly in New York, via Honolulu and Buenos Aires, a distance of 8,500 miles.

The station, which will be taken from the flagship and operated as KFZ when the party reaches Little America, normally uses 1 kw., but a transformer burned out. Hasty temporary repairs were made, and the test continued with 120 watts, the power used in two ordinary household electric light bulbs. Engineers in New York were astonished at the continued clarity of reception.

KJTY has been originating the programs direct from the Byrd flagship sponsored by General Foods Corp., New York (Grapenuts) and relayed over a wide CBS network Saturday nights. Broadcasts have been improving in clarity as the expedition neared its base, and with directional antennas used at Little America the engineers forecast even better reception conditions, especially during the winter months here, which are summer months in the southern latitudes.

Announces New Tube

A SUPER-POWER, improved type 212-D amplifier and transmitter tube is announced by the electronics division of the Hygrade-Sylvania Corp. A graphite anoide in place of the usual metal plate, is used, together with a thoriated tungsten instead of the usual exide-coated filament. The tube, it is claimed, will stand higher plate voltage and higher plate dissipation with consequent higher output than the corresponding type utilizing metal plates.

Insurance Party

NATIONAL Life and Accident Insurance Co., Nashville, staged a unique Christmas Eve party by utilizing its station, WSM, to transmit felicitations to the 3,000 salesmen and members of its far-flung staff. A conversation between E. W. Craig and E. B. Stevenson, vice presidents, was broadcast as one of the features. Employes throughout the country responded by calling the studio by long distance telephone, and the conversations were also broadcast.

Radio City's Rival

WORK has begun on Soviet Russia's new "Broadcasting Palace" in Moscow, which is due to be completed early in 1936 and which will be Europe's chief rival to Radio City. It will have 35 studios, with provisions also made for television. An enormous open air theater with a seating capacity of 10,000 will adjoin the "palace."

Public Utility Plan First Bill on Radio Offered Congress

Drug Measure Holds Interest; Several Bills Left Over

FIRST of the bills affecting radio to be introduced at the new session of Congress was offered by Rep. Huddleton (D.), of Alabama, and would class broadcasting stations as public utilities, open to all comers (H.R. 6227). Introduced on Jan. 3, the measure was referred to the House Merchant Marine, Radio and Fisheries Committee. It is similar to a measure offered by the Alabama Congressman at the last regular session of Congress, dying in committee.

Aside from this measure, there are a half dozen items dealing purely with radio pending on Senate and House calendars, being carried over from the special session last year. The broadcasting industry, of course, is vitally interested in the Copeland Food and Drugs Bill (S. 2000), introduced in the Senate Jan. 4, because of its important bearing upon radio advertising, and in companion measures to be introduced in the House.

Public Utility Bill

THE HUDDLESTON bill, to amend the Radio Act of 1927, reads as follows:

Sec. 42. The Federal Radio Commission shall permanently and exclusively have and perform all of the duties and functions imposed or conferred upon the Secretary of Commerce by Section 5 of this Act.

Sec. 43. The radio stations licensed under this act and which may be operated, directly or indirectly, in whole or in part, for hire or compensation, are declared to be public utilities and instrumentalities of interstate commerce, and shall, under such regulations rules, practice and supervision as may be adopted from time to time by the Federal Radio Commission, serve, transmit, and broadcast, without discrimination, for all who may apply for same, for a just and reasonable charge and compensation to be fixed and stipulated from time to time by the Federal Radio Commission: Provided, That radio stations operated by the United States or by any agency thereof, shall be excepted from the provisions of this section.

The only carryover measure pending in the Senate is the proposal by Senator Dill (S. Res. 29) that the Senate chamber be wired for broadcasting of extraordinary debates.

In the House the following measures are pending:

H. R. 1735—By Rep. Bland (D.), of Virginia, for general amendment of provisions of the Radio Act of 1927, pending before House Merchant Marine, Radio and Fisheries Committee.

H. R. 3760—By Rep. Rayburn (D.), of Texas, for establishment of Federal Communications and Power Commission, before Interstate and Foreign Commerce Committee.

H. Con. Res. 1.—By Rep. Fulmer (D.), of South Carolina, for a study of broadcasting in the United States and in other countries, pending before Rules Committee.

H. Res. 19—By Rep. McFadden (R.), of Pennsylvania, for an investigation of NBC and CBS, with particular reference to their financial structures, pending before Rules Committee.

H. Res. 181—By Rep. Ellzey (D.), of Mississippi, for an investigation of the Radio Commission, pending before Rules Committee.

"Evening in Paris" Challenges Cantor's Hold on Listeners

Takes Same Time over CBS; Novel Commercial Copy

WHEN a first magnitude star like Eddie Cantor establishes himself on a weekly broadcast spot, few sponsors have the courage to challenge his hold on listeners' attention while he is on the air. But Bourjois Sales Corp., New York (perfumes), sponsors of the "Evening in Paris" series has no such qualms. Backed by long and successful experience in radio, they realized that even the most popular star does not find favor with all types of listeners. From their own investigations they reckoned that he isn't likely to command more than 50 per cent of the total audience tuned-in at the time of his broadcasts—that there probably are, in other words, as many people not listening to Cantor as there are listening to him.

Ford Follows Lead

HENCE this fall, when Bourjois executives were planning the sixth consecutive year of "An Evening in Paris" on CBS, they picked the period directly opposite the first half of the Eddie Cantor hour—Sundays, 8-8:30 p. m. And, according to critics, they were well justified. After hearing one of the first of this year's broadcasts, a New York critic paid this tribute: "Eddie Cantor's show had terrific competition last night from the swinging 'Evening in Paris musicale.'" A few weeks later, no less an advertiser than Ford followed their lead by contracting for the second half of the hour opposite Cantor.

Ever since their inauguration five years ago, the Bourjois programs have borne the same name, "An Evening in Paris." But they have been constantly revised and enlivened by applications of new radio technique. This year a new lineup of talent and a new dramatic theme make the current show as vitally modern today as was the original series which first sent radio listeners shopping for "Evening in Paris" perfume.

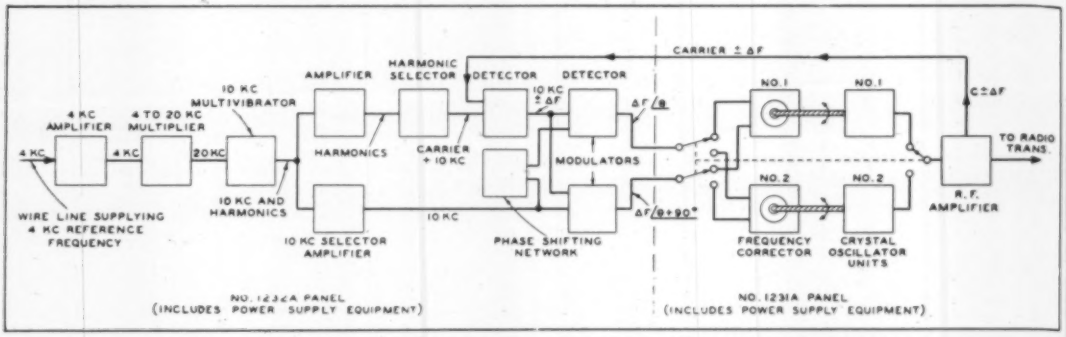
Star of Several Shows

THE PROGRAMS in the new series are in the form of gay parties given by Claire Majette, soprano of the Opera Comique, in the role of a Parisian hostess. The vivacious Majette, who made her theatrical bow in Vienna, has run the gamut of stage experience from vaudeville to opera and is thus well fitted for her job as mistress of ceremonies. Katherine Carrington and Milton Watson are featured in the roles of Majette's proteges, guests of honor at her parties. Katherine Carrington is the charming young blonde who won "rave notices" in "Face the Music" and "Music in the Air", while Milton Watson has stellar roles in George White's "Scandals", "Melody" and "Strike Me Pink" to his credit. The orchestral background is provided by Nat Schilkret.

In addition to its preeminence as sparkling radio entertainment, this year's "Evening in Paris" series is also notable for the masterful treatment of its commercial continuity—witness of Bourjois' seasoned technique as sponsor of the oldest cosmetic feature now on the air. A comparison of the current continuity with that of five years ago provides an interesting study in radio evolution. Where once the Parisian setting and dramatizations of gay night life only provided a tie-in for straight commercial talks on Evening in Paris products, the products themselves are now dramatized by references skillfully woven into the regular dialogue. Katherine Carrington, Claire Majette, and even Milton Watson contrive to make frequent but subtle mention of Evening in Paris perfume and cosmetics as vital requisites to the allure of a beautiful woman. Thus Bourjois cleverly promotes its products by means of the very things universally connoted by perfume and delicate beautifiers—subtlety, suggestion, romance.

HECKER H-O Company's H-Bar-O Rangers radio program has contributed George Breakston, 11-year-old star, to play the lead in a Columbia Picture with Jackie Cooper shortly to be released.

Synchronizing Will Give WBBM and KFAB Full Time



Schematic Diagram of W. E. Equipment for Common Frequency Broadcasting

TWO installations of its new type of synchronizing equipment have been ordered from the Western Electric Co. to be shipped to WBBM, Chicago key station of CBS, and to KFAB, Lincoln, Neb. These two stations contemplate synchronizing the latter part of January under recent authorization of the Radio Commission.

This marks the first move to be made towards synchronized broadcasting on a common frequency by any stations in the United States since the North American radio conference in Mexico. The move is regarded as significant inasmuch as it may signalize the widespread introduction of synchronization in the commercial broadcasting industry of the country.

Synchronism Now Practical

THE PERFECTION of synchronizing equipment now makes such a development a practical possibility, according to Western Electric. The equipment to be used by WBBM and KFAB provides a precision of carrier frequency never before approached in broadcasting transmitters. It has been developed by Bell Telephone Laboratories as a result of years of experimentation which as early as 1927 produced successful tests with synchronous operation.

The system operates as follows, according to a description by Western Electric. In the first place, the equipment includes an extremely accurate source of carrier frequency which entirely replaces the master oscillator of the station. A reference frequency is furnished by wire from the Bell Laboratories to the stations involved which serves to control the carrier frequency of each station.

Whenever the local carrier frequency — the crystal oscillator — deviates from the control frequency by even a small fraction of a cycle, an automatic mechanism in the synchronizing equipment is set in operation and immediately corrects the minute difference. Consequently the carrier frequencies of the stations included in the system are at all times kept in synchronism.

Both Get Full Time

AS FAR as the synchronizing itself is concerned, no special link between the individual stations is required other than the circuit supplying the reference frequency. Although designed primarily for common frequency broadcasting, the equipment can be used also as the master oscillator of a radio transmitter to provide extreme carrier frequency stability to stations not operating on a common frequency basis.

The plan for WBBM and KFAB calls for the two stations to be synchronized on 770 kc., their present assignment. Both stations now operate full time during the day but alternate during certain hours at night. Synchronization will enable these two part-time stations to utilize the air full time. The service they render to radio listeners in their area will be proportionately lengthened.

Plans to synchronize have been under consideration by WBBM and KFAB for some time, and the Radio Commission gave its sanction several months ago. Considerable importance is attached to this decision of the Commission as evidencing its desire to encourage wider use of synchronization in view of the possibilities it offers for relieving the congested commercial broadcasting band and broadening good service.

Army Advertises

THE UNITED STATES Army has turned to radio as a means of securing a higher type of enlisted man for its ranks. In San Francisco, the Army headquarters at the Presidio presents a weekly program on the western NBC network. The facilities and time are donated by NBC, as are the services of Pat Kelly, producer, who works directly with the Army in presenting a quarter hour of band music and talks.

Eno Expands on NBC

AS A RESULT of the "remarkable sales record" achieved for Harold F. Ritchie Co., Ltd., New York (Eno Salt), the NBC-WJZ network used for the "Eno Crime Club" has been extended to include four additional stations, it is announced by N. W. Ayer & Son, agency handling the account. This is the beginning of the fourth consecutive year for the program and each year a "tremendous increase in sales has resulted from the broadcast" the announcement said. The new stations are WSYR, KOIL, KWCR and KSO.

Baking Co. Employs Special Tri-Station Net

GORDON BAKING Co., Detroit, Chicago, and New York, starting Jan. 17 will use WOR, Newark, along with WXYZ, Detroit, and WGN, Chicago, in a special tri-weekly regional wire hookup featuring the "Lone Ranger" program. The account began several months ago over the Detroit and Chicago stations. It will be broadcast from 8:30 to 9 p. m., Mondays, Wednesdays, and Fridays. The program, conceived by George W. Trendle, president of WXYZ, began as a sustaining feature of the Michigan Network, and speedily built a vast audience. A single announcement during one episode pulled more than 24,000 letters and telegrams.

Coast Line Extended

FOR THE FIRST time a Pacific Coast sponsor has added midwestern stations to its coast hookup, MJB Coffee Co., San Francisco, on Jan. 1 extending its MJB Demi-Tasse Revue to WDAF, Kansas City; WOW, Omaha, and WOC-WHO, Davenport-Des Moines, for four weeks. The new Demi-Tasse Revue is in addition to the program on the KGO-NBC network.

Station Count for Fiscal Year Eight Under '32, Report Shows

Commission Tells Congress Work Has Grown; Sees Development in Ultra High Waves

DESPITE charges made by Senator Dill (D.) of Washington that the Radio Commission lacks initiative and that there apparently is not sufficient work to keep it busy, the Commission stated in its annual report to Congress for the 1933 fiscal year that there had been a "steady increase in the volume of business" conducted by it.

Chairman E. O. Sykes said in his letter of transmittal to Congress Jan. 3 that during the fiscal year there were more than 41,000 formal matters requiring Commission action. During the 12 months which ended last June 30 the Commission held 111 formal meetings and sat en banc to hear proceedings on 118 applications.

Recommendations Lacking

RESTRICTED by curtailed appropriations for printing, the report was confined to a factual review of essential phases of the Commission's activities. No specific recommendations were made. It was observed, however, that court decisions, notably the Supreme Court opinion in the WIBO case added appreciably to fundamental radio law and strengthened the Commission's hand in its administration of radio, notably broadcasting.

The number of licensed broadcasting stations in the country decreased from 606 as of June 30, 1932, to 598 on the corresponding date in 1933. Twenty stations were deleted during the year, while three others were consolidated. Fifteen new stations were licensed.

The engineering division reported that the number of stations operating simultaneously at night, when they are most susceptible to interference, decreased. In 1927, when the Commission was created, 565 of the then existing 681 stations were operated simultaneously at night, with resultant serious interference. The number has been reduced steadily so that at the end of the 1933 fiscal year only 376 of the 598 stations were thus operating at night. In 1932 there were 397 of the 604 licensed stations operating simultaneously at night.

Stations Classified

CLASSIFICATION of stations and frequencies at the end of the year disclosed there were 291 stations operating unlimited time. Of these 34 were on clear channels, 138 regional and 119 local. Nineteen stations were operating limited time, all on clear channels. A total of 139 stations in all classes shared time, while 48 operated daytime only and 99 operated during specified hours.

A technical discussion of developments in empirical standards used as a basis for the allocation of frequencies was published in the engineering division's report. It was pointed out that new mileage separation tables for various classes of stations and powers have been prepared.

The Commission has not altered its view that television is still experimental, despite its observation that definite progress has been made. A prediction made in its last report that the very high frequencies would be the final locus for visual broadcasting the report said, appears to be justified.

Television Progress

"A NUMBER of licensees have given up their licenses specifying the lower frequencies and others have stated that they are satisfied that the lower frequencies were unsuitable but desired to continue research in these bands for a short period to complete certain problems in progress," the Commission asserted.

"The quality of pictures, which it has been demonstrated is possible to transmit on the very high frequencies, has steadily increased, and some laboratory productions are capable of holding sustained interest. Pictures need no longer be confined to 'close ups' but larger scenes may be transmitted. The art, however, has not as yet progressed to a stage which would justify the adoption of standards by the visual broadcasting industry. Although much progress has been made in the laboratory, visual broadcasting is still in the experimental stage."

That the ultra high frequencies hold great promise for other forms of communication, including broadcasting, was indicated by the Commission in outlining progress in experimentation.

"So great has been the activity of experimental stations in investigating the possibilities of the very high frequencies for radiocommunication," it said, "that this development must be considered the most significant and important of the year."

Ultra High Wave Policy

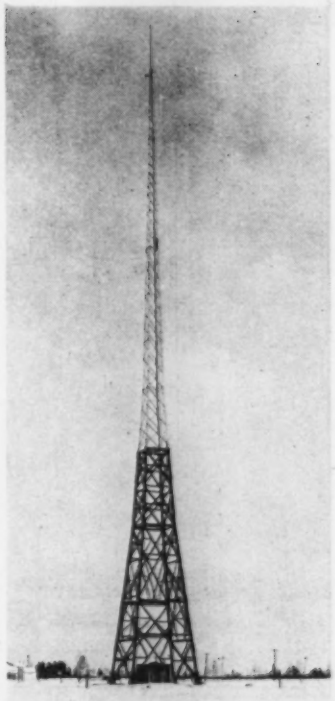
THE COMMISSION said it has been realized for several years that ultra high frequencies have a "very definite place" in the radiocommunication field, but only recently has suitable equipment been available. It continued:

Demands for assignments are being made and the difficulties and problems incident to the commercial allocation of these frequencies can be foreseen. Although the transmission characteristics of the frequency band, for which commercial apparatus had been designed, are sufficiently well known at this time to leave no doubt as to their usefulness in many of the established services, there has not been enough data available to determine the particular frequencies within the entire range most suitable for specific services. These data must be obtained before any plan of allocation could be considered. They were obtainable from no other source than licensees experimenting in this field. A policy was therefore adopted, the purpose of which was to encourage experimental work of this kind to obtain the required data and at the same time to retain absolute control of the frequencies by conserving their experimental status until such time as they could be allocated in such manner as to best meet the needs of all services.

Under the Commission's general policy, in order to obtain authority to operate radio stations in the experimental service, the primary requirement which all must meet is that the program of research outlined must give promise of contributing substantially toward the progress of the radio art. Applicants must be qualified technically and financially to undertake the experimental work. In the case of the very high frequencies it was apparent that in order to formulate any sound allocation plan, it was necessary not only to obtain all possible information as to the physical properties of the frequencies but also to differentiate as to their usefulness and practicability for communication in many different services, the particular requirements of which were all very different.

No authority to operate on other than an experimental basis has been granted, and none of the frequencies above 30,000 kilocycles have been authorized for use in the continental United States on a commercial basis.

There were licensed on June 30 of this year 232 general and 51 special experimental stations. These stations were being operated by 135 different licensees. Of these 87 licensees were operating 169 experimental stations, utilizing the very high frequencies, which is illustrative of the tremendous interest being shown in this new development.



USES WOODEN BASE—This radiator of the 1 kw. WEBC, Duluth-Superior, is unique in that it stands on a 125-foot wooden base, the steel portion extending from the 125-foot level to a height of 357 feet. Engineers of the new transmitter report considerable improvement in signal strength.

S. P. B. MAIS, the British Broadcasting Corporation's "Modern Columbus," who has been touring America and broadcasting his observations back to England every Friday afternoon by arrangement with NBC, has completed his tour and sailed for England Jan. 5.

John Killeen, Publisher, Joins Candidates List Seeking Starbuck's Job

WITH the approach of Feb. 23, when the term of Radio Commissioner William D. L. Starbuck expires, John Killeen, of New York, former publisher of a Bronx newspaper and prominently identified with the city's Democratic organization, is being mentioned as the new first zone commissioner.

While Commissioner Starbuck is a candidate to succeed himself, considerable doubt exists as to his reappointment, despite the fact that he is a Democrat. He has served on the Commission since 1929 and for several years has been in direct charge of the engineering division. He was appointed from Connecticut and is a lawyer by profession, specializing in patent law.

Mr. Killeen, one of several aspirants for the post, is said to have the endorsement of a majority of the New York Congressional delegation. About 40 years old, he was active in Democratic ranks during the Roosevelt campaign in 1932. A number of years ago he was an employe of the General Electric Co. and is said to have a technical radio background.

Presumably, the first zone appointment will be made by President Roosevelt some time prior to February 23. The appointment, for six years, will be subject to Senate confirmation. In addition to Mr. Killeen, others mentioned for the post include James L. Lamb, of Hartford, Conn., technical editor of QST, amateur radio organ, and Eddie Dowling, actor, who was director of the stage and screen division of the Democratic Campaign Committee in 1932. Mr. Killeen was mentioned first for the Starbuck post last March when the Roosevelt administration took office.

Radio Budget Asked

AN APPROPRIATION of $666,886 for the Radio Commission for the fiscal year 1935, which begins next July 1, is asked in the Independent Offices Appropriation bill now pending before the House. This figure is an increase of approximately $27,000 over the appropriation for the current fiscal year, the increase being accounted for by an allowance in the budget estimate of 5 per cent for salary increases to offset a portion of the 15 per cent salary cuts effected more than a year ago.

Unusual Football Remote

AN UNUSUAL two-station hookup for an event of great local importance was arranged in December between WJAX, Jacksonville, Fla., and WPHR, Petersburg, Va., for broadcasting the intersectional football game at the former city between Petersburg's championship high school team and an all-star team selected from the three high schools of the Florida city. WJAX furnished the announcers, and line costs were raised in Petersburg by popular subscriptions raised by Courtney Quicke, WPHR manager. The Virginia station claims that this 700-mile remote is a record one for local 100 watters.

Code Amplification By Authority Leads Aggenda at Parley

Stations Billed by Baldwin: Complaint is Adjusted

INTERPRETATION of provisions of the code of fair competition for the broadcasting industry concerning which question have been raised was to be undertaken at the second meeting of the Code Authority in Washington beginning Jan. 15. The meeting was called by John Shepard, III, president of the Yankee Network, who is chairman of the Code Authority.

On Jan. 10, pursuant to NRA action, James W. Baldwin, executive officer of the Code Authority, sent to all stations billings covering their assessments to defray the overhead of the code organization. The scale of assessments begins at $200 a year for each station classified by the Radio Commission as a clear channel or high power regional; $50 for each station classified as clear channel part-time or low power regional, and $25 for low power part-time regional, local unlimited and local part-time stations. Assessments are to be paid quarterly in advance.

Two Complaints Received

THE CODE Authority has received two complaints of violations of wage provisions of the code involving broadcast operators and control men. The stations were not divulged, but it was explained that one case has been adjusted satisfactorily to all parties and that the other case will be reported to the Code Authority at its meeting.

Action has not yet been taken by NRA on the proposed rules and regulations governing the code worked out by the Code Authority at its organization meeting in Washington Dec. 11, 12 and 13. Similarly, certain other questions raised concerning controverted provisions of the code await NRA decision.

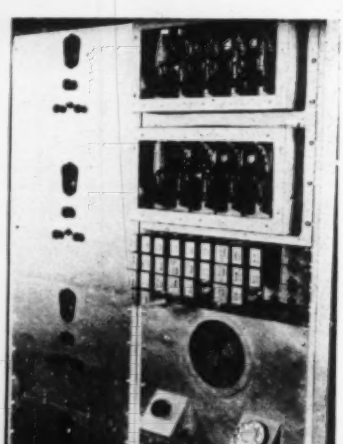
Reports will be made to the Code Authority by Mr. Baldwin on both the questionnaire sent out respecting labor and wage provisions for broadcast technicians and the request that stations file their rate cards. The broadcast technician questionnaire was dispatched pursuant to the provisions in the code that an investigation be made to ascertain whether the 48-hour week causes undue hardship and a report be submitted to the Code Authority within 90 days or by March 11.

Nature of Interpretation

THE CODE Authority's interpretations of the code will be in the nature of annotations to the document on all provisions about which there are any questions. This is thought advisable in view of the many inquiries received from stations and others in the industry.

Scheduled to be present at the Jan. 15 meeting was Harry Shaw, owner of WMT, Waterloo, Ia., and former president of the NAB, who recently was named by President Roosevelt as a government member of the Code Authority. William T. Farnsworth has been promoted from legal assistant to Division Administrator. Sol A. Rosenblatt to deputy administrator and has been designated an NRA representative at Code Authority meetings, but he is not a member of the board. Appointment of two additional government members is contemplated, with Chairman Sykes of the Radio Commission, and Mr. Farnsworth mentioned.

Offices of the Code Authority have been established in the National Press Building, with Mr. Baldwin in charge.



Unique Audition Panel

HERE is the latest wrinkle in station service for account prospects. Installed at KFWB, Hollywood, by Gerald King, station manager, the "audition panel" incorporates five separate receivers, making it possible to cut in any competitive station as well as to listen to auditions.

Installed in KFWB's audition room, the panel is employed to permit sponsors to listen to all competitive programs on the air at any time. Fifteen minutes before the prospect's audition, for example, each competitive station is tuned to show what is on the air preceding the sponsor's planned program. Then the audition starts five minutes late, giving him time to listen to competitive programs performing "opposite" the prospective sponsor's feature.

In this way, Mr. King explains, the sponsor is not only aware of the programs presented on the other stations preceding his program, but also the competitive features on at the same time.

The panel works entirely on a telephone dial system. Local stations as well as studios can be dialed. Four Philco standard sets and one long and short wave receiver constitute the panel. Normally all the sets are permanently tuned to the five largest competition stations, although it has a capacity of ten stations.

REMOVAL of WMBR from Tampa to Jacksonville, Fla., was authorized by the Radio Commission Dec. 9 in a decision sustaining the recommendation of Examiner Walker. Licensed to F. J. Reynolds, Inc., the station operates on 1370 kc. with 100 watts.

Aylesworth on Press Agreement

(*Continued from page 11*)

published them as news. The reading public, in my opinion, is entitled to request the newspapers to publish the news of the day, and I think the press as a whole has responded to the request of the reading public for radio programs of the local radio stations and the networks.

While the NBC has not entered the news gathering field the CBS organized the Columbia News Service Corporation for the purpose of gathering and disseminating spot news for the CBS. I have every reason to believe that CBS organized this news service because the press associations had refused to give or sell them a news service even though limited in amount.

As you know, there has been great discussion over the past five or six years in the American Newspaper Publishers Association and the Associated Press meetings in New York and elsewhere in which there has been a very great difference of opinion among the newspaper publishers as to whether a radio program is news which should be printed by the newspapers as news; and also to the effect that the newspaper associations and newspapers had spent large sums of money to collect world-wide national and local news, and the news field belonged primarily to the newspapers; that radio was an entertainment and cultural medium sponsored by American industries, just as the newspaper is sponsored by American industries through paid advertising in the newspaper and without which newspapers cannot operate at a profit.

Committees Hold Meetings

RECENTLY a radio committee was appointed by the Newspaper Publishers Association and is headed by Mr. E. H. Harris, Richmond, Ind., with two objects in view—first, to stop the "alleged" encroachment of the radio stations in the news field, and second, to attempt to work out a cooperative understanding between radio broadcasters, press associations, and the newspapers so that we can work together in a friendly way in the future. Recently, the radio committee of the Newspaper Publishers Association made a request of all newspapers to discontinue the publication of radio programs as news. The radio broadcasters asked to meet with this committee so that we could discuss frankly a cooperative program between the press and radio and attempt to iron out the misunderstandings and confusion that exist between the press and radio.

The radio committee of the Newspaper Publishers Association kindly met with Mr. Paley, president of CBS, Mr. Crocker, president of NAB, and myself. The discussion at the first meeting clearly justified our request for a joint meeting, because it showed a complete misunderstanding of the amount of news that radio broadcasting really required to properly serve the listening public, and we found the members of that committee quite frank in their statement that the radio was a legitimate advertising medium just as the magazine or newspaper or billboard in their respective fields.

"Usurping" Press Function

WE FOUND no serious discussion that the programs should be taken out of the newspapers as news unless radio broadcasters attempted to take over the news gathering field from the newspapers and, as they stated, in effect "usurp the functions of the press." We immediately made clear that we did not desire to enter into the collection of news unless forced to do so because of our inability to secure news bulletins from the press associations or newspapers and realized the very helpful cooperation the press has given us from the conception of radio broadcasting up to the present day.

In other words, by the second day we had cleared away the confusion, misunderstandings and animosity that were rapidly making these two great services deadly enemies to the detriment of the public interest. Mr. Paley, Mr. McCosker, and I were in no position to bind the radio stations of this country nor were the representatives of the press associations and the publishers in a position to bind the newspapers or the press associations of the country. We endeavored to arrive at an understanding with a sincere attempt to experiment together with a cooperative program which would take nothing from the radio listener in the way of public service, whether entertainment or news, or deprive the newspapers of their chosen field in collection and dissemination of news. I think we accomplished the purpose.

If the program as outlined, with modifications as we work together, is effective, there will be real cooperation between radio and press and the public will be properly served by both. Those present at the meeting are recommending that the networks and radio stations on the networks and independent of the networks shall have made available to them news bulletins of 30 words each to cover a 5-minute period in the morning and a 5-minute period in the evening. These news bulletins to be furnished by an editor representing the press associations and the newspapers. In addition the networks and the independent stations are to have made available to them bulletins of transcendental importance whenever such news breaks throughout the day and night.

"News Most Interesting"

THE REPRESENTATIVES of the press are recommending to the newspapers and press associations that their own members or subscribers owning radio stations or contacting stations locally shall follow the same general rules in broadcasting news bulletins from local stations. Those representing radio felt that as soon as the newspapers and press associations realized we did not desire to enter their field of activity but were willing to depend upon a fair and intelligent news service furnished to us

(*Continued on page 26*)

Analysis of Day and Night Reception

Winter's Sunsets Bring Rapid Changes in Transmission; Cause of Early Evening Interference Explained

By V. FORD GREAVES
Assistant Chief Engineer
Federal Radio Commission

Mr. Greaves

DURING the fall of each year, the Federal Radio Commission and others consistently receive complaints and inquiries in regard to very decided differences in reception and interference conditions as between daylight and night. These come especially from those living a considerable distance from stations.

It is probable that interest in this phenomenon comes to a peak in the fall of the year for several reasons:

First, atmospheric conditions for long distance broadcast reception are much better during the winter months, and generally there is less static.

Second, as the summer wanes and outdoor activities are reduced, interest in the indoor activity of broadcast listening increases.

Third, program activities are increased and improved for the above reason and also in anticipation of the increased activities of the fall and Christmas shopping season.

Sunset Phenomenon

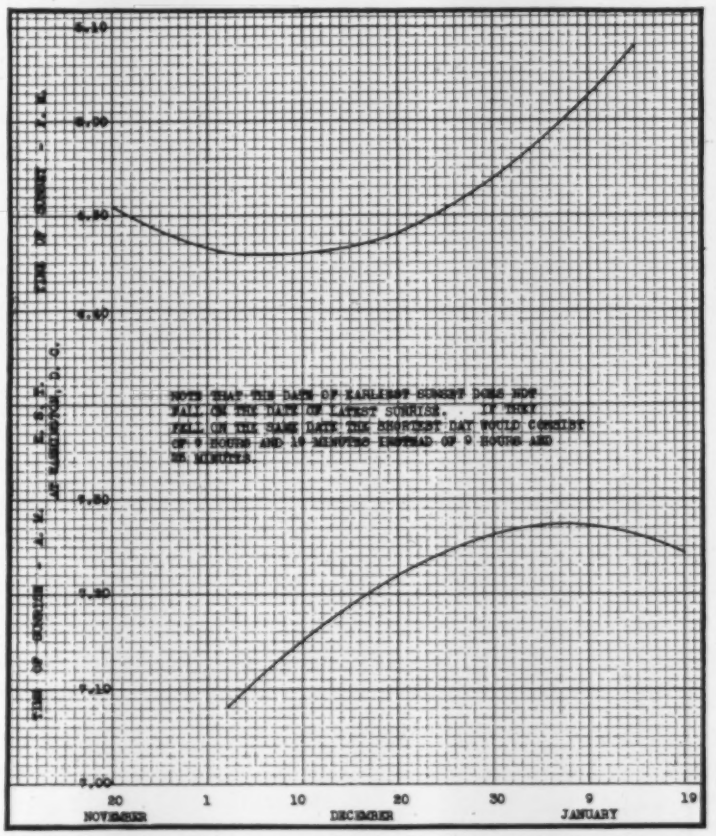
APPARENTLY many listeners who tune in more or less distant programs during the sunset period do not understand the phenomena of the relation of daylight and darkness to distant radio reception. Many of them seem to get the impression that the difficulties are either due to malicious interference, faulty operation of the stations or defects in the allocation system.

The sunset phenomenon, as related to broadcasting, produces different effects in different receiving sets, depending upon the locations of the receiving sets with relation to the broadcasting transmitters and the class of station tuned in.

To make this more clear, let us consider clear channel stations in one class and regional and local channel stations in another class. In general, the ranges of clear channel stations are increased at night, whereas the good service ranges of regional and local channel stations are reduced.

Background Interference

A LISTENER living within something like 25 to 50 miles of a high power clear channel station should not notice much difference in reception conditions between day and night. A listener living from 50 to 300 or 400 miles from a high power clear channel station will probably notice that severe fading or a fluctuation of signal strength begins to appear around sundown. It may so happen that a listener living in this area may notice some background interference appearing when the station has faded out. This, in some cases, is due to the fact that stations on adjacent channels increase in intensity and the receiving set is not sufficiently selective to receive one without the other.



SUN'S EFFECT—These curves, showing the time of sunrise and sunset in the vicinity of Washington, D. C., from November to January, indicate some of the interesting characteristics in variations of reception caused by changes in the sun's effect on transmission.

Listeners living within 300 or 400 miles to 1,000 or 2,000 miles from a high power clear channel station may, on many occasions, receive a fairly satisfactory signal at night, whereas the station cannot be heard at all during the day. This program may fade and vary somewhat over short intervals of time and may be fairly satisfactory some nights and not receivable on others. These variations may be of considerable extent and irregular.

In the case of local and regional channel stations ranging in power from approximately 100 watts to 1 kw., the general conditions to be expected are quite different from those of clear channel stations. A listener living within 15 to 50 miles of a 1 kw. regional station may receive quite satisfactory programs, free of interference during daylight, but when darkness sets in the so-called skywave propagation conditions develop and interference from other stations assigned to the same place on the dial may become serious, even though the stations may be 500 or 1,000 miles apart.

Several investigations based upon complaints and inquiries indicate that the difficulty is due mostly to sunset effect and not to deliberate interference or defective operation. Transmission conditions of radio change rapidly as daylight changes to darkness. In fact the changes in radio transmission take place about as rapidly as the change from light to darkness. At some receiving locations at a distance from the transmitter, the change may amount to a variation in signal strength of several hundred times.

A consideration of these matters leads to a study of the time of sunset during the period of short daylight. The charted curves showing the time of sunrise and sunset in the vicinity of Washington, D. C., for the period, show some interesting characteristics which perhaps have not been observed by very many people.

Considering time to the nearest minute, the period of 40 short days extends from Dec. 3 to Jan. 12. Dec. 3 is the date of the earliest sunset at 4:46 p.m. Jan. 12 is the date of the latest sunrise at 7:27 a.m. Dec. 22 is the date of the shortest daylight, although the sun sets three minutes later.

If the latest sunrise and earliest sunset fell on the same date, the shortest daylight would be 9 hours and 19 minutes instead of 9 hours and 26 minutes.

On Jan. 12, the date of the latest sunrise, we have 20 minutes more of daylight at the end of the day.

Roper Plan's Fate Held by Roosevelt; Dill Drafting Bill

WITH ALL factions agreed that there should be some form of regulation of the telephone and telegraph industries, and with Senator Dill insistent that the Radio Commission's setup should be altered, the fate of the proposal for a Federal Commission on Communications now rests with the Roosevelt administration. If President Roosevelt insists there shall be legislation at this session of Congress, it is more than likely that efforts will be made to enact it. Senator Dill expects to confer with the President on the subject shortly.

In the meantime, following a conference with Secretary of Commerce Roper, who headed the interdepartmental communications committee which drew up the report proposing a communications commission, Senator Dill stated that he and Rep. Rayburn, chairman of the House Interstate Commerce Committee, have agreed to proceed with the framing of a bill to be introduced in both houses of Congress.

No Joint Hearings

IT WILL take perhaps a month to draw up the bill, Senator Dill asserted, and then hearings will be held if the administration wants the legislation pushed. There will not be joint hearings of the Senate Interstate Commerce Committee, which he heads, and the House committee which Rep. Rayburn heads, Senator Dill said.

Senator Dill is in agreement with the general idea of setting up a communications commission, taking over the authority of the Radio Commission and the Interstate Commerce Commission over the radio, telephone, and telegraph. He is convinced that there is insufficient work in radio to warrant a five-man Commission, but he is not certain that the time is ripe to encourage mergers of the wire and radio communications companies as proposed in the Roper report.

If hearings are held, Senator Dill said, the inquiry into the telephone and telegraph systems will take a long time and may delay final legislation. The Roper report recommends mergers in the domestic and international communications fields, now prohibited, and considerable opposition has developed.

Details Undisclosed

THE BILL to be framed will incorporate certain of Senator Dill's ideas on broadcasting control, but he said he was not yet prepared to discuss them. He rather favored the idea, however, of a general communications control board of four or five commissioners, divided into three sections—broadcasting, telephone, and telegraph. The latter two divisions would control both wire and radio telephony and telegraphy.

One commissioner would have charge of each division and the chairman would have supervisory charge. This plan is somewhat different from the originally discussed plan to have the Commission function as an appeals board, with directors of each of the three divisions appointed to have administrative jurisdiction.

FOR SALE—
37 of the Biggest Shows on the Air!

. . . and New York has never heard them—yet.

Local "Uncles" for children's programs, local "Ednas" for cosmetics, local "Bings" to sing, local "Old Maestros" for humor and music—comedy teams, serials, novelties, newscasters, orchestras . . . . . to sell beans and face powders and make sales reports shine as brightly as these local stars.

Each station listed has one or more outstanding local program available—one of the biggest shows on the air—but only in their own territory.

Each of these local star programs have enormous local audiences. Already established! The sales impact of these local stars is already tested . . . and proved out!

Call it what you will—confidence, listener loyalty or community pride—it can be a powerful factor in influencing buyers. For in every locality some local program ranks with the best coast-to-coast offering. We will be glad to submit a recommendation.

ATLANTA	WSB
BALTIMORE	WFBR
BIRMINGHAM	WBRC
BUFFALO	WBEN
DALLAS	WFAA
DENVER	KLZ
FORT WORTH	WBAP
HOT SPRINGS	KTHS
HOUSTON	KPRC
INDIANAPOLIS	WFBM
KANSAS CITY	WDAF
LOUISVILLE	WHAS
MEMPHIS	WMC
MILWAUKEE	WTMJ
NASHVILLE	WSM
NEW ORLEANS	WSMB
NORFOLK	WTAR
ST. LOUIS	KSD
SALT LAKE CITY	KSL
SAN ANTONIO	WOAI
SHREVEPORT	KTBS
TAMPA	WDAE
TULSA	KVOO
WICHITA	KFH

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XUM

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and
Broadcast Advertising

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Concerning Liquor

CONFUSION in the broadcasting industry about the handling of liquor accounts will soon be dispelled. The Radio Commission, in response to numerous requests, will make a definite determination of policy. Since repeal last month, most stations have been hesitant about accepting hard liquor accounts because they had no official yardstick to guide them. Many stations and both of the major networks have rejected such accounts for that and the added reason that they did not consider such advertising in the public interest.

What the Commission's conclusion will be is problematical. It is evident that there is no valid federal law prohibiting advertising of liquor over the air. It seems just as certain that states, under their police powers, can prohibit radio advertising of liquors within their own borders. But dry states cannot interfere with the reception of such programs from stations in other states, or even the relaying of such programs via the networks, provided the program originates in a wet state. To do so would be to interfere with interstate commerce.

It is with these legal facts in mind that the Commission must work out its policy. Under the radio law it cannot censor programs. But it can consider the merit of programs in passing upon applications of stations for renewals of their licenses, just as it did in deleting the stations formerly operated by Brinkley, Baker and Shuler.

It is logical to expect that the Commission will conclude that programs advertising liquor are obnoxious to children. It might, on that premise, rule that such programs should be broadcast only during late night hours, when few minors are in the audience. Similarly, the Commission may conclude that the stations should exercise extreme caution in the commercial announcements, and that any exaggerated statements will be used as evidence against the particular station in passing on its renewal application.

We have held the view that stations, when in doubt about the propriety of certain accounts, should turn them down. That view, we observe, has been adopted by most stations in connection with liquor accounts. Even after the Commission's ruling, whatever its nature, stations would do well to "play down" liquor advertising, if they accept it at all, confining the commercial announcements to mere name mentions and under no circumstances allowing sales talks that might arouse valid criticism from those ready to pounce upon radio at the merest provocation.

New Era for Rates

RATE CARDS, strangely enough, are becoming a problem with some broadcasting stations. That is because the code of fair competition for the broadcasting industry establishes the rate card as a basic instrument of business operation which cannot be tampered with indiscriminately to suit the needs of a particular account.

Sadly, all too many stations have regarded their rate cards as mere "asking" prices. Agencies and advertisers have been inclined to scorn the rate cards submitted by stations and to telegraph or telephone for "best rates" for particular periods because they found by experience that many stations did not adhere to rates quoted on their cards. In other words, they lost their respect for rate cards.

Now, however, those rate-cutting stations find they cannot alter their rates at will. This comes to light in connection with the operations of the Code Authority. Stations cannot charge their rates published on their rate cards until 15 days after the filing with the Code Authority of any proposed modifications. The rate card, moreover, must show all rates, discounts, rebates and the like. The secret rate is out, and special rates must be based on fair and ethical grounds, concerning which the Code Authority must be informed in detail.

A number of progressive stations found that it paid to have one rate only for both national and local business, even before the code became effective. Most important newspapers have deserted the dual rate structure because of the evils which developed and the opinions for chiseling. It seems to us that a splendid opportunity is now available to all stations to settle the rate problem by fixing a single rate.

Once it becomes known that stations are holding to rates, even if it is by the force of government regulation as vested in the Code Authority, the industry will be much better off. It will acquire that important something called self-respect, as well as the respect of its customers. More than any other thing, rate card adherence will drive chiseling out of the business of broadcasting.

AS THE YEAR opened, NBC had 77½ hours sold on its several networks and CBS reported 42. Independent stations, for the most part, have achieved new records in both spot and local business. Advertisers and agencies predict unprecedented use of radio. Thus the industry enters the new year with the best prospects and highest hopes for a record year. Mix a little good judgment with this good business and you can't lose.

The RADIO BOOK SHELF

THE THIRD of four sections of Market and Newspaper Statistics, Volume II, compiled under the direction of the Committee on Newspapers of the American Association of Advertising Agencies, has just been published, according to an announcement by Frederic R. Gamble, executive Secretary of the A. A. A. A. Section C deals with the 47 cities with 100,000 population or over in their city zones for which A. B. C. newspaper audit reports were issued for the year ended March 31, 1933. It includes figures on population, number of families, English reading and income tax returns, newspaper circulations, local rates, national rates, lineage, differential between local and national rates, and an estimate of circulation obtained through use of inducements—data that can be used by broadcast advertisers as well as newspapers, though compiled primarily with the latter in mind.

Section A of Volume II contained revised data for the 26 cities having audits for periods ended Sept. 30, 1932. Section B included the 21 cities audited to Dec. 31, 1932. It is intended to issue later Section D covering cities having audits for periods ended June 30, 1933. Copies of Section A or B are available at $2.50 each and Section C at $5.

Mexico Again

STILL ANOTHER Mexican-licensed broadcasting station has squatted directly on an American-exclusive clear channel. Happily, the American occupant of the channel is quite far away and has recently elevated its power to 50 kw. so that relatively little interference may result. But the fact that Mexico has again licensed American interests to operate a station on a channel long allocated to a responsible American broadcaster, using an antenna pointed northward with the obvious intent of serving not Mexican listeners but Americans, emphasizes anew the dangers from Mexico.

To our way of thinking, even granting the sovereign autonomy of Mexico, the new Agua Caliente station on 820 kc. has no right on the air. Its American promoters obviously procured their license from the Mexican government to circumvent the American Radio Commission's authority, which they knew would not permit another powerful station in overcrowded Southern California. The Mexican authorities certainly know that it is not designed to serve Mexican listeners, and that it hopes to derive commercial support from American advertisers.

This is just another instance of the dangers facing U. S. broadcasting from our southern neighbor, which would not agree at the recent ill-starred Mexican wave length conference to consider placing a ban on border stations backed by American capital. The failure to agree to this, in fact, prevented Chairman Sykes and his delegation from even coming to the point of discussing a fair and equitable division of wave lengths such as we have with Canada. If Mexico continues licensing American-promoted border stations, it will behoove our authorities to allow our stations to go to even higher powers to blast them off our wave lengths, if necessary.

We Pay Our Respects To—

MATTHEW ARNOLD HOWLETT

TO THOSE who know their radio any mention of WHK, Cleveland, spontaneously brings to mind the "Howlett boys"—Matthew Arnold, Harry and Eric. While this is intended as a sketch of the elder Howlett, the three brothers are so inextricably identified with the history of the Cleveland outlet that it would be poor reporting if one was mentioned without the others.

Matthew Arnold Howlett, president and general manager of WHK, knows his radio from every angle. Although today his function is that of directing the policies of the station and of WAIU, Columbus, which his organization recently acquired, he was singer, musician, announcer and manager in radio's earlier days. Sporadic reports link the Howletts with negotiations for the acquisition of several additional stations in the middle west.

In 1926, when Matthew Arnold Howlett (Arnold to his friends) migrated with his brothers, to Cleveland to launch WHK, the station was just another nondescript unit in what then was a rather haphazard broadcasting industry. It was not uncommon for the brother-executives to drop their administrative pursuits and hustle into the single studio to appear as the "Hawaiian Trio."

Today, WHK, a basic outlet of CBS, is considered one of the most modern broadcasting plants in the country. Located in the lofty Terminal Tower, its commodious quarters and many studios give one the impression that it is the key outlet of a network.

Born in England on Dec. 17, 1888, the son of a successful portrait photographer, M. A. Howlett migrated to Canada when a young man, with his two brothers. His father now is in business in California. Harry, the commercial manager of WHK and WAIU, is 42, and Eric, now managing WAIU but formerly program and music director of the Cleveland station, is 32. The brothers were educated in England at standard preparatory and partial college schools, including St. Mary's Episcopal School, Hull Technical School and Wesleyan Methodist School.

In Canada, Arnold and Harry followed engineering pursuits. They often recount their dangerous but intriguing work, designing and building railroad bridges and roadbeds under the most difficult conditions of weather and terrain.

Lecture assignments which took M. A. to Australia and other distant parts of the world were succeeded by medical study and practice in Florida and by business experience in New York. It was in 1926 that M. A. journeyed to Cleveland to take over operation of WHK. Soon he was joined as commercial manager by Harry, who had become identified with Canadian stations, and as program director by Eric, skilled in the music and theatrical fields.

Some months ago, M. A. completed negotiations under which the CLEVELAND PLAIN-DEALER became part owner of WHK and WAIU. Operations, however, are still conducted by the Radio Air Service Corp., which M. A. heads.

With his technical turn of mind, M. A. was instrumental, several years ago, in installing a police radio system for the Cleveland police department. For several months, Cleveland's crime calls went out over the station's spare transmitter, lent for the purpose.

M. A. also has an eye turned toward television. The lofty sites of WHK's studios and transmitter are considered well suited for short wave transmission and developmental work in visual broadcasting is planned.

Occasionally, M. A. takes time out to indulge in his hobbies, which include golf, shooting, billiards and tennis. In private life, his efficient secretary, Helen Dorman, is Mrs. M. A. Howlett. Like his brother Harry, they reside in a new home on the transmitter site with ample room for yard, orchard, garden and tennis court.

For several years, M. A. has been active in the NAB, and two years ago he served as its treasurer. His brother, Harry, has been identified in commercial committee activities of the NAB. He is not much of a joiner, however, belonging only to the Optimist Club.

PERSONAL NOTES

MAJ. J. W. RAFFERTY, who handled radio for Fiorello LaGuardia in his successful campaign for the mayoralty of New York, is now with the sales department of NBC in New York. He formerly was with the sales department of RCA.

BURRIDGE D. BUTLER, president of WLS, Chicago, returned home Jan. 5 after a vacation of six weeks at his ranch near Phoenix, Ariz. He then went to Washington and New York with Glenn Snyder, WLS manager.

JOSEPH M. KOEHLER, formerly promotional director of Radio Events, script organization, on Jan. 1 assumed charge of sales and station contacts. Elaine Ivans, former general manager, becomes an inactive partner, and Georgia Backus succeeds Miss Ivans.

HAROLD HIGGINS, formerly with WBZ and WBAL, has joined the staff of WGST, Atlanta, as special sales advisor.

G. T. SCHNEIDER has been appointed general attorney of CBS with headquarters in the network's New York offices. Ralph Colin continues as general counsel of the network.

J. BURYL LOTTRIDGE, formerly manager of KFBI, Abilene, Kan., has joined the staff of WMT, Waterloo, Ia.

DICK GREEN, formerly with various west coast stations, has joined the sales department of WADC, Akron, O.

PAUL BENDER, until recently with the commercial department of KFAC-KFVD, Los Angeles, has joined the sales staff of KTM, Los Angeles.

ED MURPHY, press agent for KJBS and KTAB, San Francisco, spent the early part of January in St. Luke's Hospital following an operation for blood-poisoning in his arm.

PAUL A. WINCHELL has joined the market analysis staff of the NBC sales promotion department in New York. He was formerly assistant promotion manager in charge of advertising research of LIBERTY Magazine for seven years. He has also been with National Aniline & Chemical Co., and Nestle's Food Co.

DAVID HEENAN, newspaperman and former publicity director for the Los Angeles Steamship Co., on Jan. 10 was appointed publicity director of KHJ, Los Angeles. He succeeds L. A. Weinrott, who resigned Jan. 6.

MALLORY CHAMBERLIN, president and general manager of WNBR, Memphis, and Mrs. Chamberlin are parents of a daughter, Elizabeth Mallory, their third, born Nov. 23.

GEORGE M. NUTTING, formerly with Boston agencies, has been appointed commercial manager of WHDH, Boston.

FELIX HOLT, formerly with CKLW, Detroit-Windsor, has joined the commercial staff of WJBK, Detroit.

RUTH WENTWORTH, until recently announcement writer for the Walter Biddick Co., Los Angeles station representatives, is now publicity director for KMPC, Beverly Hills.

JAMES D. SHOUSE, of the CBS western sales staff, Chicago, addressed a luncheon meeting of the sales executive council of the Cincinnati Chamber of Commerce Dec. 29 on "The Use of Radio Advertising."

STATION executives who visited the NBC Chicago division during the early part of January included: Martin Campbell, WFAA, Dallas; David Palmer, WOC-WHO, Des Moines; J. Leslie Fox, WSM, Nashville; Sumner Quarton, KWCR, Cedar Rapids, Ia.; Walter Bridges, WEBC, Duluth-Superior; Ford Billings, KSTP, St. Paul; Nathan Lord, WAVE, Louisville.

BEHIND THE MICROPHONE

EDDIE LINN, former announcer of WLW and WSAI, Cincinnati, has returned to those stations after a long stay in Texas. WLW also announces the addition of Alan Ward, noted for his work in the Collier's Hour on NBC and lately in various Broadway shows, to its dramatic staff.

FRANKLIN FERGUSON, formerly of the announcing staff of WFAA, Fort Worth, Tex., has been appointed program director of KTAT, Fort Worth. Raymond Lang, formerly of KFJZ has joined the KTAT announcing staff, and Harold Kimmell has been transferred from KTAT to KOMA, Oklahoma City.

VINCENT SOREY, noted composer-conductor, for the last five years leading sustaining and sponsored orchestras on CBS, has been appointed musical director of WINS, New York, effective Jan. 1. He will completely reorganize the staff orchestra personnel.

YALE WHITNEY, announcer at KFI, Los Angeles, was operated on for appendicitis late in December at the Cedars of Lebanon Hospital.

HOMER CROY, Hollywood screen writer, is in New York writing material for the Maltex Breakfast Food program on NBC under the caption of "Little Known Facts About Well Known People."

ERIC WILKENSON, staff organist of WCAU, Philadelphia, was married Jan. 3 to Mary O'Connel. They spent their honeymoon at Niagara Falls.

JESEF KEESTNER concluded his 200th performance as NBC orchestra conductor when he laid down his baton at the close of the Hoover Sentinels' concert Dec. 31.

DAVID H. HARRIS has been appointed production manager of WOOD-WASH, Grand Rapids, Mich.

SIGOURNEY THAYER, theatrical producer, has been appointed head of the dramatic department of WMCA, New York, which is planning a 1934 series of historical and biblical dramatizations.

NANCY TURNER, conductor of the shopping and fashion service on WBAL, Baltimore, has been elected a member of the Fashion Group of New York, the first Baltimorean to be so honored.

CHICK LARRO, who makes his commercial debut on WBAL, Baltimore, Jan. 15, has been revealed as El Gary, well known as the "Tenor of the Golden West" who has appeared on various western stations and in the movies.

DICK LICENCE, Los Angeles radio broker, has become chief announcer for KTM temporarily, succeeding Edmund Lytton, who is taking several months rest because of ill health.

LOU HOUSTON has become an announcer at KFOX, Long Beach, Cal. He is a recent Junior College graduate and wrote many radio scripts while in school.

ARTHUR ARDELL has become a remote control announcer for KMPC, Beverly Hills, Cal., and the Southern California network. He is a newcomer to radio.

ARTHUR GODFREY, who resigned early in January from the staff of the NBC-operated stations WRC and WMAL in Washington, on Jan. 15 joins the staff of WJSV, Washington, as an announcer and will conduct its morning "Sun Dial" participating program.

PAT FLANAGAN, WBBM, Chicago, sports commentator, and Mrs. Flanagan will leave for a month's vacation in Florida Jan. 21.

BERT McMURTRY, head of commercial production for CBS in New York, who went to Los Angeles to work on certain network programs early in January, was admitted to the Cedars of Lebanon Hospital Jan. 4 as the result of a nervous breakdown.

ADELE BURIAN, formerly with NBC in San Francisco, as a vocalist, has gone with KMTR, Hollywood, for thrice weekly evening song program. Mel Williamson, KMTR announcer, has also taken over the duties of the publicity department. Harry Leroy, who has been master of ceremonies for the station's Clown Carnival program, early in January became a regular staff announcer.

LOUIS TAPPE, formerly of KMOX, St. Louis, and WOWO, Ft. Wayne, Ind., has been added to the continuity staff of the NBC Chicago division.

EDWARD L. FISHMAN, president of the Orchestra Corporation of America, New York, arrived in Hollywood early in January in connection with radio activities for Rudy Vallee, who is under his management.

Dance Music Novelty

TO ENCOURAGE the studio orchestra by providing the proper atmosphere, the Danish Broadcasting Co. employs a well known dance teacher and his partner to dance in the radio studio during the broadcasting of its "Wireless Dance for Young People." Program is regarded as a novel feature in Denmark and is carried one evening a month for two hours.

Martini Stays on CBS Despite Opera Series

NINO MARTINI, operatic tenor promoted by CBS to the point where he was engaged by the Metropolitan Opera Company for leading roles, will continue to appear in the Seven Star Revue for Linit over CBS, Sunday evenings despite the fact that the American Tobacco Co. is sponsoring the Metropolitan's Saturday afternoon operatic broadcasts on NBC.

Previously it was announced Martini would leave the Linit program, but contractual difficulties have been straightened out. Management of the singer's activities has been turned over by CBS to Evans & Salter, a unit of Columbia Concerts Corp. His contract with the opera company provided that any radio engagements he might make would be subject to approval of NBC. Columbia asked and obtained consent for him to continue the Linit series. Contracts between the Metropolitan and artists are not uniform, and it is known that several do not contain the clause mentioned above.

MOTHER GOOSE rhymes paraphrased to fit the Harris Food Stores, Amarillo, Tex., as recited by Howard Ray over WDAG, Amarillo, have been published in booklet form by the sponsor.

IN THE CONTROL ROOM

W. H. (BILL) KING and H. R. Miller, formerly of the radio engineering department of Westinghouse, have shifted to the operating staff of WBZA, Springfield. Mr. King, whose hobby is fiddling and who directs his own orchestra, is now control operator and studio technician, while Mr. Miller operates the new Class B modulated transmitter.

L. R. BRADY, of the Radio Commission inspection staff at New York has been transferred to Washington headquarters of the Commission.

L. D. CULLEY, formerly with RCA Communications, Inc., has joined the studio engineering staff of NBC in San Francisco.

O. B. HANSON, director of plant operations for NBC, arrived in San Francisco on Jan. 8 after a trip through the Panama Canal. He is spending some time at the western division headquarters there, and then will proceed to Los Angeles before returning to New York.

LIEUT. COMDR. W. J. RUBLE has relieved Comdr. S. A. Manahan as head of the radio division of the Bureau of Engineering, Navy Department, Washington.

FRED R. GUTHRIE, Washington manager of RCA Communications, Inc., and Mrs. Guthrie, are parents of a baby girl, Laura Lee, Dec. 28.

J. M. SHERMAN, inspector in charge of the Radio Commission field office, at St. Paul, and Mrs. Sherman, are parents of a son, born Dec. 24.

ALTON COOK, radio editor of the NEW YORK WORLD-TELEGRAM, is conducting a radio popularity poll. Results will be made public some time in February.

Station Libel Measure Urged in Massachusetts

A BILL which adheres closely to the opinion of the Nebraska Supreme Court on the liability of broadcasting stations for libel uttered over their facilities, has been introduced in the Massachusetts legislature at the request of the state Secretary of State. The bill reads:

"Whoever falsely uses, utters or publishes words over, through or by means of what is commonly known as the radio, or whoever in control of a radio broadcasting stations aids or abets in the using, uttering, or publishing of such words, which in their common acceptance shall tend to impair the honesty, integrity, virtue or reputation of a person, or publishes the natural defects of one who is living, and thereby exposes him to public hatred, contempt, ridicule or financial injury, or whoever falsely by such radio accuses a public officer of a crime or malfeasance in office, shall be guilty of slander and shall be punished by a fine not exceeding one thousand dollars."

Baseball Plan

UNDER an arrangement reached with the Chicago Cubs, National League Club on Jan. 9, any broadcasting station will be allowed to broadcast local games with the provision that between 10 a. m. and 2:30 p. m. each station shall broadcast a 25-word announcement advertising the game at least five times.

WORLD'S MOST MODERN TRANSMITTER
brings you
100,000 New LISTENERS at No Extra Cost*

WE EXPECTED KMBC's new transmitter to increase coverage and improve reception, but frankly we were amazed at the actual results. Following the debut of the new transmitter, letters poured in from every State in the Union, four provinces in Canada, Alaska, Bermuda, and New Zealand. Long dominant in its own rich "Heart of America," KMBC's listeners reported stronger and clearer reception than ever before *With the effective broadcasting area almost doubled and local coverage intensified, you will agree that our estimate of 100,000 new listeners is extremely conservative. Interpreted in terms of advertising value, it means that the *new* KMBC offers an extra 100,000 circulation for your sales message . . for the present at *no extra cost!*

MIDLAND BROADCASTING CO.
Station KMBC Kansas City, Missouri
New York Offices: 17 East 49th Street
Phone Eldorado 5-5070

KMBC
First IN THE HEART OF AMERICA

WCAE Hails 1934
WITH GREETINGS TO ALL
From Its
NEW TRANSMISSION STATION

INCREASED SERVICE
TO CLIENTS
and
LISTENERS

1220 KILOCYCLES WCAE 1000 WATTS
INCORPORATED
PITTSBURGH, PENNSYLVANIA
BASIC RED NETWORK, NBC

"WOC-WHO has done a good job for Blatz in IOWA"

THIS is the statement made by Mr. Hal Johnson, Advertising Manager of the Blatz Brewing Co., Milwaukee — manufacturers of BLATZ OLD HEIDELBERG Beer:

"We have been getting good results by following what we believe to be the sound principle of spot broadcasting, namely—

"First—picking stations that can reach an audience big enough to be worth while.

"Second—building shows good enough to get that audience and hold it."

The Blatz Old Heidelberg orchestra and quartette put on a show that gets the audience.

With three 15-minute shows a week, from September to December, they have been covering Iowa and adjoining territories so thoroughly that Mr. Johnson states:

"WOC-WHO has done a good job for BLATZ."

CENTRAL BROADCASTING CO.

Station WOC-WHO **Des Moines, Iowa**

WHERE YOU'VE GOT GROUND TO COVER
YOU NEED POWER

"GROUND TO COVER"—In contrast to many territories, Iowa has never concentrated its consumers in one or two large cities. To sell Iowa, you must reach scores of cities, and hundreds of small towns. The primary day-time service area of WOC-WHO, shown on the map, includes forty-three cities over 10,000. With 50,000 watts, WOC-WHO gives you the coverage necessary to do a good selling job.

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS

IF

IF YOU ARE INTERESTED IN THE NATIONAL FIELD

Interest the National Field in Your Territory and Station . . .

"If we only had a salesman calling on all advertising agencies and national advertisers who use radio." This thought has probably passed through your mind many times. But it is rather an expensive idea for the average station manager to entertain. Yet *IT CAN BE DONE*—And Economically, Too.

Your message in BROADCASTING will do it. BROADCASTING goes to the busy executives who haven't time to chat with salesmen—it is read by the very men you want to reach.

***Here's what some of those executives think of* BROADCASTING:**

"It is covering an important field and I find BROADCASTING *both interesting and informative. It should be of real value to all advertising agencies and to anyone who is engaged in the radio industry."*

Young & Rubican, Inc.

"In a word, I find no other periodical that could be satisfactorily substituted for BROADCASTING. *I feel this opinion is due you."*

Erwin, Wasey & Company, Inc.
Charles F. Gannon, Director of Radio

"I like BROADCASTING *because it is factual."*

Henri, Hurst & McDonald, Inc.
Arthur L. Decker

"Have been reading BROADCASTING *and have enjoyed it very much."*

Emil Brisacher and Staff
Emil Birsacher

"I never let a single issue slip by without a perusal. It serves a great need to a very important advertising medium."

Logan and Stebbins
Arthur W. Gudelman

"Your magazine is the best of its kind, it is indeed most helpful. I never miss it."

Ankrum Advertising Agency
Mrs. P. G. Nason

"You've got a newsy paper."

Henri, Hurst & McDonald, Inc.
N. H. Pumpian

BROADCASTING
Broadcast Advertising

National Press Building • Washington, D .C

Aylesworth on Press

(*Continued from page 18*)

by the press associations and the newspapers, that an intelligent effort would be made by all of us to present *news most interesting* to the listening public, which would in the end help the circulation of the newspapers rather than damage their field of activity.

There was no objection to reasonable rules surrounding the commentators of the news of the day nor the description of events of importance. While the newspapers were not in a position to promise that radio programs would be continued in the papers as news, there was a general feeling on the part of the radio broadcasters that this cooperative experiment would result in all of the newspapers of the country rendering a radio program service with supplementary news of interest to the vast number of readers who listen to radio.

Any plan has its weak points but I believe there is a real sincerity on the part of all of us, representing both radio and the press, to develop a plan in the interests of both mediums. It would be very unfortunate if radio and the press grow apart and engage in battle. It must be quite apparent that this controversy would result disastrously for both press and radio, and the innocent public, whether reader or listener, would be deprived of the great public service which both radio and press should render.

The Other Fellow's Viewpoint

The Digest Polls

To the Editor of BROADCASTING:

You have, no doubt, been following the report of the *Literary Digest* poll on the likes and dislikes of the radio audience.

Needless to say that we heartily disagree with the method employed. So much so that we were constrained to write them a letter stating our views. We heard nothing from them except that in their December 30 issue they publish part of our letter. This will be found on page 10 of that issue.

The part of our letter which they omitted gave them definite figures on two of the artists which their poll showed to be very unpopular. These were Jimmy Durante and Walter Winchell. Our figures, secured through the use of our yardstick clearly demonstrated the reverse of their findings when it is ascertained what the listeners do, and not what they think—or think they think. Of course our figures represent a true cross-section of the listening habits of the general public and not the biased opinion of a group such as the readers of the *Literary Digest*.

BENJAMIN SOBY,
Benjamin Soby & Associates,
Dec. 30, 1933. Pittsburgh, Pa.

Hotcha-Wow Biz!

night by the J. Walter Thompson agency.

WGN's 6th Web Show

Chicago, Oct. 30.

Another program originates out of WGN for a network account though the station starting Nov. 1 has no network affiliation. 'Story of Helen Trent,' an Edna Wallace Hopper commercial, goes on Columbia this week floating five days weekly for 15 minutes at 1:15 EST. Account placed by Blackett-Sample-Hummert (New York) and written in the eastern offices.

WGN now originates Ovaltone's 'Little Orphan Annie,' Kellogg's Singing Lady, Super Suds' Clara, Lu and Em for the National web with 'Painted Dreams,' 'Just Plain Bill' and 'Trent' on Columbia.

Reprinted from VARIETY

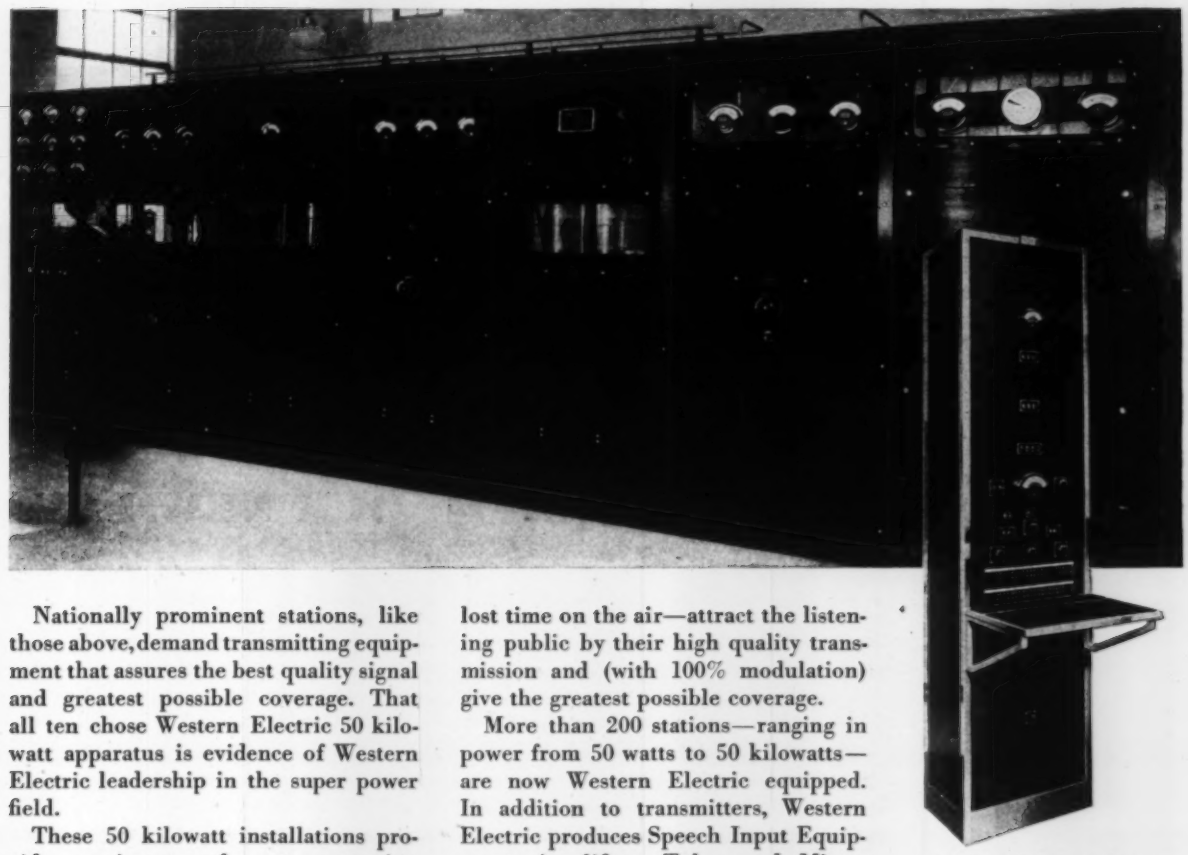
THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES
NATIONAL PRESTIGE
SUPERIOR PROGRAMS

WGN WGN

50,000 WATTS POWER • CLEAR CHANNEL • INTENSIVE ZONE 7 COVERAGE

Station KVOO chose Western Electric 50KW for superior quality and coverage

. . . *As did stations* WLW · KMOX · WABC
KSL · WHAS · WCCO · WSB · WHAM · WOR



Nationally prominent stations, like those above, demand transmitting equipment that assures the best quality signal and greatest possible coverage. That all ten chose Western Electric 50 kilowatt apparatus is evidence of Western Electric leadership in the super power field.

These 50 kilowatt installations provide maximum safety to operating personnel—ease of maintenance—dependability of operation. They avoid lost time on the air—attract the listening public by their high quality transmission and (with 100% modulation) give the greatest possible coverage.

More than 200 stations—ranging in power from 50 watts to 50 kilowatts—are now Western Electric equipped. In addition to transmitters, Western Electric produces Speech Input Equipment, Amplifiers, Tubes and Microphones to meet every broadcasting need. You can rely on Western Electric!

15A Speech Input—for association with 50KW transmitters at the station.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by* GRAYBAR *Electric Company

GRAYBAR ELECTRIC CO. B1-34
Graybar Building, New York, N. Y.

Gentlemen: We are interested in Western Electric Radio Broadcasting Equipment, transmitter to have power rating of.....
Include information regarding:

☐ Moving Coil Microphone ☐ Frequency Monitoring Unit
☐ Speech Input Equipment ☐ Reproducer Set

NAME.....

ADDRESS.....

CITY.....STATE.....

Tangible Results Count!

WLS advertisers are so satisfied with the results they secured in 1933 that they are using this station again in 1934 . . . 22 accounts have carried their campaigns through into the New Year without interruption . . . 9 others have renewed their 1933 contracts after short periods of inactivity . . . in addition, 3 new advertisers have contracted already for WLS time in 1934.

IN the year just gone advertisers have carefully checked tangible results against dollars spent. THAT IS WHY THEY ARE USING WLS IN 1934.

1933 was good to WLS. For this we wish to thank those advertisers and agency executives who have felt confidence in the ability of this 50,000 watt broadcaster to produce unusual results—and who have permitted us to prove that their faith is justified. To them, and to others who will constantly join their ranks, we pledge the same high standards of programs, the same constant effort to increase and hold our WLS audience, and the same cooperation in helping them to get the most for their advertising dollars.

WLS

CLEAR CHANNEL
50,000 WATTS 870 KILOCYCLES
The PRAIRIE FARMER Station, Chicago
Burridge D. Butler, President
Glenn Snyder, Manager
Studios and Offices:
1230 W. Washington Blvd.,
Chicago

Group Program Spots

(*Continued from page 9*)

at the station's disposal. A well-planned program, no matter how simple or unpretentious, with a certain amount of showmanship, can soon be built up in public favor. Once it achieves popularity, however, it must not be let down. A high standard of quality should be kept up day in, day out.

2. Limit the number of sponsors. We permit a maximum of six sponsors on a half-hour program, allowing one announcement every five minutes.

3. Exercise strict censorship of copy. We limit the number of words in an announcement, the number varying according to the time of day. The standard is 100 words for morning group commercials, 75 for afternoon and 50 for evening. Also, we check our continuities more closely than a newspaper advertising staff censors its display copy. Unsubstantiated claims are deleted, comparative price mention is taboo. An advertiser is allowed to mention price only once during a program. This is done in order to eliminate objectionable price copy.

I think much of the success of group programs on WTMJ is due to the stern observance of these rules.

Many exponents of radio advertising still contend that it's an institutional medium, mainly to be used as a supplementary means of creating good will. My personal view is that radio should and will do a direct selling job. Especially is this true of group programs. Advertisers who use them are generally those whose budgets are limited. They can't afford to spend money on advertising which only benefits them indirectly. In the result cases I cited at the beginning of this article, the companies using WTMJ group programs insisted, and still insist, upon direct results from their radio advertising because they couldn't invest in institutional promotion merely designed to build good will. They need actual, profitable, direct sales. And this type of radio advertising gives them what they want.

I am convinced that it is very much worth while for any station to develop several good group programs for local advertisers. This type of commercial has proved its mettle at WTMJ. For us they solved a tough income problem during lean, hard years. For our advertisers they did, and are doing, an excellent selling job under business conditions which demand direct sales.

It seems to me that gathering spot announcements together into substantial, well-planned jointly sponsored half-hour programs is infinitely better than throwing them helter skelter into a daily broadcast schedule. I heartily recommend the group program idea.

H. D. FOSS Co., Cambridge, Mass. (candies), will use radio with other media in its 1934 campaign, which will be handled by Louis Glaser, Inc., Boston agency.

8 STUDIOS IN OUR NEW LAYOUT

to facilitate constantly increasing business . . . . . .

Recently celebrated our TENTH Anniversary—

One of the oldest radio stations—

One of the very first Columbia stations—

TEN YEARS of Progress—every year bigger and better than ever!

NOW in our new quarters in the Chamber of Commerce Building with an ideal EIGHT-STUDIO lay-out to take care of a steady, healthy growth of business.

"This is the Columbia Broadcasting System"
and

WJAS

PITTSBURGH

2500 Watts Daytime *1000 Watts Night*

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WHK, Cleveland: Columbia Pictures Corp., New York (Man's Castle, movie), 10 staggered announcements, thru the Biow Co., N. Y.; Radio Cooking Club of America, Baltimore (cooking school), 4 times, Cecil, Warwick & Cecil, N. Y.; Carnation Sales Co., Chicago (canned milk), Polish and Bohemian programs, 26 weeks, Erwin-Wasey Co., Chicago; F. Ad Richter Co., New York (Pain Expeller), Polish program, 21 weeks, SHB; Association of American Soap & Glycerine Producers, New York (GPA anti-freeze), 6 weather reports weekly, 10 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathom fish), announcements twice weekly, 25 weeks, SHB; National Oil Products, Inc., New York (Vitex), tie-in announcements, twice weekly, 26 weeks, SHB; Vick Chemical Co., New York (Voratone Antiseptic), 12 announcements weekly, 26 weeks; General Mills, Minneapolis (Bisquick), 4 five-minute transcriptions, WBS; Quaker State Oil Co., Oil City, Pa., 5 announcements weekly, 10 weeks, WBS; United Remedies, Chicago (Peruna), participation program, 4 weeks, SHB, Chicago.

KFI, Los Angeles: John Wanamaker, New York (Silver King golf balls), "Golf Highlights", 8 weeks, thru N. W. Ayer & Son, N. Y.; Crowell Publishing Co., New York (Woman's Home Companion), shopping news, 52 weeks, Geyer-Cornell, N. Y.; PX Products, Los Angeles, 52 semi-weekly programs, Smith & Drum, Los Angeles; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), Freeman Lang transcription of Hollywood stars, 3 times weekly, 52 programs, Walter Biddick Co., Los Angeles; Adlerika Co., St. Paul (Adlerika), 3 transcriptions weekly, 39 programs, WBS; Harold F. Ritchie & Co., New York (Eno Salts), 2 transcriptions weekly, 104 programs, N. W. Ayer & Son, N. Y.; Bristol-Myers, New York (Ingram cold cream), "Through the Looking Glass" transcription; once weekly, 52 programs, WBS.

WNAC, Boston: Iodent Chemical Co., Detroit (toothpaste), 3 transcriptions weekly, 111 times, renewal, thru Maxon, Inc., Detroit; Stanco, Inc., New York (Nujol), Dr. Copeland's health talks, 65 times, McCann-Erickson, N. Y.; McCoy's Laboratories, Boston (cod liver oil tablets), temperature reports nightly, 14 times, Peck Advertising Agency, N. Y.; New England Distillers, Boston (Lloyd's London dry gin), announcements, twice nightly, 156 times, Harold Cabot, Boston.

KPO, San Francisco: Cubbison Cracker Co., Los Angeles, renewal on the Thursday "Ann Warner's Chats With Her Neighbors," thru Barnes-Campbell Co., Los Angeles; renewal of Iokelp Co. (health product), San Diego, an undetermined type of once-weekly 15-minute period, placed by Heintz, Pickering Co., Ltd., Los Angeles.

WWNC, Asheville, N. C.: Crazy Crystals Co., Mineral Wells, Tex. (mineral water), 3 transcriptions weekly; Watch Tower Society, Brooklyn, N. Y., half hour talks by Judge Rutherford, Sundays; Knox Co., Kansas City, "Cystex Newspaper Adventures," 13 weeks, transcription by Radio Transcription Co. of America, Ltd.

KDKA, Pittsburgh: Dictograph Products Corp., New York (Acousticon hearing device), weekly quarter-hour transcriptions for 13 weeks, thru Broadcast Advertising, New York; Easy Washing Machine Co., Syracuse, N. Y., 6 weekly participations in Home Forum for 13 weeks, Henri, Hurst & McDonald, Chicago; Freedom Oil Works Co., Freedom, Pa. (oils), evening temperature reports daily for 7 weeks, Albert P. Hill Co., Pittsburgh; Duquesne Brewing Co., Pittsburgh, renewal of weekly quarter-hour Silvertoppers program for 13 weeks, Walker & Downing, Pittsburgh; Gillette Safety Razor Co., Boston, Mass. (safety razors and blades), renewal of 26 one-minute transcriptions, Ruthrauff & Ryan, New York; Philadelphia Company, Pittsburgh (gas and electric shops), 8 one-minute evening announcements during January, Equitable Sales Co., Pittsburgh; Chrysler Corp., Detroit, Mich. (Plymouth Cars), 13 one-minute transcriptions, J. Stirling Getchell, Inc., Detroit; Climalene Co., Canton, O. (water softener), 5 five-minute transcriptions, W. S. Hill Co., Pittsburgh; Reid Murdoch & Co., Chicago (Monarch Foods), renewals of 4 weekly participations in Home Forum for 13 weeks, Philip O. Palmer & Co., Chicago.

KHJ, Los Angeles: Western Clock Co., La Salle, Ill. (clocks), 5 minute transcription, twice weekly, 13 weeks, renewal thru Batten, Barton, Durstine & Osborn, N. Y.; General Mills, Minneapolis (Sperry pancake and waffle flour), 5-minute transcription, 15 times, Westco Advertising Agency, San Francisco; similar program by General Mills for Bisquick; Dodge Motor Co., Detroit, 100 announcements, Ruthrauff & Ryan, N. Y.; Reid, Murdoch and Co., Chicago (Monarch coffee), time signals daily, Phillip O. Palmer & Co., Chicago.

WENR, Chicago: Proctor & Gamble Co., Cincinnati (American Family Flakes) half hour studio programs, 26 times from Jan. 8, thru H. W. Kastor & Sons, Chicago; College Inn Foods, Chicago (food products) renewed studio programs 3 times weekly, 13 weeks, Blackett-Sample-Hummert, Chicago; Better Speech Institute of America, Chicago, (School) 15-minute studio programs Sundays, 13 weeks, Earle Ludgin, Inc., Chicago.

WOW, Omaha: Beech-Nut Packing Co., Canajoharie, N. Y., announcements, thru McCann-Erickson, N. Y.; General Mills, Minneapolis (cake contest), Betty Crocker transcription, direct; Maryland Pharmaceutical Co., Baltimore (Rem), daily announcements, Joseph Katz Co., Baltimore; Maybelline Co., Chicago (cosmetics), daily announcements, A. T. Sears & Son, Chicago; Nash Motor Co., Kenosha, Wis., announcements, SHB; Oneida Community, Ltd., Co., Oneida, N. Y. (silverware), announcements, A. T. Sears & Son, Chicago; Pathfinder Magazine, Washington, D. C., announcements, First United Broadcasters, Chicago; Pennzoil Co., Kansas City, Mo. (Pennzoil), announcements, Ruthrauff & Ryan, N. Y.; Plough Chemical Co., Memphis (drugs), announcements, SHB; Willard Tablet Co., Chicago (cold tablets), announcements, First United Broadcasters, Chicago.

WJDX, Jackson, Miss.: Chevrolet Motor Co., Detroit, 24 transcription announcements, thru Campbell-Ewald Co., Detroit; Chrysler Motor Corp., Detroit (Dodge cars), transcription announcements twice daily, Ruthrauff & Ryan, N. Y.; Buick Motor Co., Detroit, 8 announcements, Campbell-Ewald Co., Detroit; Chrysler Motor Corp., Detroit (Plymouth cars), 13 announcements, J. Stirling Getchell, Detroit; Carter Medicine Co., New York (Carter's Little Liver Pills), 13 annnouncements, SHB.

WBT, Charlotte, N. C.: Buick Motor Co., Detroit, announcements 4 days weekly, 12 weeks, thru Campbell-Ewald Co., Detroit; Carey Salt Co., Hutchinson, Kans., 11 weeks, SHB; Gillette Safety Razor Co., Boston, transcription, 26 weeks, Ruthrauff & Ryan, N. Y.; Chrysler Corp., New York, (autos), one transcription, J. Stirling Getchell, Detroit; United Remedies, Chicago (Acidine), 26 weeks, also for (Peruna) 3 days weekly, 13 weeks, SHB; Nyal Co., Detroit (medicinals and toiletries), 3 transcriptions weekly, 3 weeks, A. T. Sears & Son, Chicago.

WBZ-A, Boston: E. E. Hess Co., Brook, Ind. (Witch Hazel Creme) 5-minute programs once weekly for 13 weeks, thru Rogers & Smith, Chicago.

"MAVERICK JIM" SAYS HOWDY—Exploiting its new twice weekly programs on WOR, Runkel Bros., New York (cocoa and chocolate) sent "Maverick Jim" and the "Singing Cowgirl" astride their trusty steeds to visit all the principal schools in Manhattan a week before the program was to start to introduce its new Runko-with-Malt product.

WCAU, Philadelphia: Barbey's, Inc., Reading, Pa. (Sunshine beer), quarter hour weekly transcription, 17 weeks, direct; Hupp Motor Car Corp., Detroit, 3 transcription announcements, SHB; Nyal Co., Detroit (toilet accessories), 3 five-minute transcription programs, A. T. Sears & Son, Chicago; Watch Tower Society, Philadelphia, Judge Rutherford's talks, 5 times, direct; Standard Oil Co. of N. J., New York (Esso gas), Babe Ruth transcription twice weekly, 13 times, McCann-Erickson, N. Y.; Gillette Rubber Co., Eau Claire, Wis. (tires), 3 announcements weekly, 5 weeks, direct; Seminole Paper Corp., Chicago (tissue), quarter hour weekly, 13 weeks, thru Paris & Peart, N. Y.; Consolidated By-Products Co., Philadelphia (dog food), 6 announcements weekly, 13 weeks, May Advertising Agency, Philadelphia; Buick Motor Car Co., Detroit, 12 announcements, Campbell-Ewald Co., Detroit; Chevrolet Motor Co., Detroit, 60 announcements, Campbell-Ewald Co., Detroit; Modern Food Products, Philadelphia (dog food), quarter hour weekly, 13 weeks, Clements Co., Philadelphia.

WADC, Akron, O.: Gillette Safety Razor Corp., Boston, three 1-minute transcription announcements, daily, 78 times, thru Ruthrauff & Ryan, N. Y.; Sun Oil Co., Philadelphia (Sunoco gasoline), daily announcements, 52 times, Roche, Williams & Cunnyngham, Philadelphia; Radio Cooking School of America, Baltimore (household products), 2-hour cooking school, 4 times, Cecil, Warwick & Cecil, N.Y.; Chrysler Corp., Detroit (Plymouth autos) 1-minute transcription, 13 times, V. Stirling Gretchell, Detroit; Norge Corp., Detroit (refrigerators), 1-minute transcription daily, 52 times, thru local dealer; Standard Oil Co. of Ohio, Cleveland, 26 announcements, McCann-Erickson, Cleveland; Watchtower Society, New York, 5 half hour transcriptions, direct; Martha Washington Candy Co., Washington, D. C., 13 times, direct; Columbia Alkali Corp., Barberton, O., 13 announcements, Brown Advertising Co., Akron; Roney-Plaza Hotel, Miami, 78 announcements, Rose-Martin, Inc., N. Y.

KTAT, Fort Worth: Chevrolet Motor Co., Detroit, transcription announcements, daily, 1 week, thru Campbell-Ewald, Detroit; Duncan Coffee Co., Houston, half hour, 6 days weekly, 52 weeks; American Airways, New York, half hour twice weekly, 26 weeks; Chicago Flexible Co., Chicago (Mixmaster), 5-minute food talks, 7 days weekly, 13 weeks, W. E. Stevens, Chicago; Skinner Mfg. Co., Omaha (raisin bran), quarter hour, 6 days weekly, 52 weeks; Sendol Co., Kansas City (Sendol and Hyo), announcements, 6 days weekly, 26 weeks, Hogan Advertising Co., Chicago; Watchtower Society, Brooklyn, Judge Rutherford's talks, quarter hour transcription, 3 days weekly, 52 weeks.

WBAL, Baltimore: Larrowe Milling Co., Detroit (Larro feeds), studio program twice weekly, 13 weeks, thru Zimmer-Keller, Inc., Detroit; Household Finance Corp., Chicago, renewal of tie-in announcements with NBC program, once weekly, 52 times, Charles Daniel Frey Co., Chicago; Crazy Crystals Co., Mineral Springs, Tex. (mineral water), tie-in announcement, once weekly, 26 weeks, direct; American Oil Co., Baltimore (Amoco gas), one program and two special announcements, Joseph Katz Advertising Agency, Baltimore.

KGW-KEX, Portland, Ore.: Gillette Safety Razor Co., Boston, 100 one-minute transcriptions, thru Ruthrauff and Ryan, N. Y.; Christian Science Committee, friendly chats, one-year program service on group feature; Pendleton Woolen Mills, Portland, local wrestling matches, thru Gerber and Crossley, Portland; Crazy Crystals Co., Mineral Wells, Tex., 6 months; North Coast Electric Co., weekly announcements, 1 year; Knox Co., Kansas City, Mo. (Cystex), 13 fifteen-minute programs.

WBBM, Chicago: Stanco, Inc., New York (Mistol) 5-minute transcriptions by SHB 5 times a week for indefinite period, thru McCann-Erickson Co., N. Y.; also 5 transcriptions for Nujol weekly for 13 weeks, thru McCann-Erickson; Shell Petroleum Corp., St. Louis (motor oils and gas) weather reports for indefinite period, Walter Thompson Co., St. Louis; Lancaster County Seed Co., Paradise, Pa. (seeds and bulbs) 5-minute programs twice weekly, 13 times, Berniser & Co., Philadelphia; International Oil Heating Corp., St. Louis (oil heaters) 26 announcements, Lloyd & Hill, Inc., St. Louis; American Oak Leather Co., Cincinnati (shoe leather) 15-minute studio programs, 13 weeks, Frederick & Mitchell, Chicago; National Tea Co., Chicago (food stores) renewed daily 15-minute program, 52 weeks, direct; Lavena Corp., Chicago (bath powder) 15-minute program once weekly, 13 weeks, Lord & Thomas, Chicago.

WFAA, Dallas: Pathfinder Magazine, Washington, D. C., 15-minute programs on Saturday Roundup, 13 weeks, direct; Morton Salt Co., Chicago (smoke salt) renewed for 26 announcements, Wade Adv. Agency, Chicago; Love Charm Perfume Co., St. Louis (cosmetics) 15-minute programs on Saturday Roundup for indefinite period, Hilmer V. Swenson, St. Louis.

WSM, Nashville, Tenn.: Numismatic Co., Dallas, Tex. (rare coins) 15-minute studio program once weekly for indefinite period, thru Guenther-Bradford, Chicago; Love Charm Perfume Co., St. Louis (cosmetics) 15-minute studio programs once weekly for indefinite period, Hilmer V. Swenson, St. Louis; Slingerland Banjo & Drum Co., Chicago, renewed half-hour programs in "Grand Ol' Opry" for indefinite period, direct.

WLS, Chicago: Rumford Co., Rumford, R. I. (baking powder) 15-minute transcriptions by SHB twice weekly for 28 times, thru Atherton & Currier, N. Y.; The S. O. S. Co., Chicago (cleanser) renewal of 5-minute transcriptions by SHB 3 times weekly for 52 times, Henri, Hurst & McDonald, Chicago.

WGN, Chicago: Rit Products Co., Chicago (Koolox shaving cream) daily time signals, 13 weeks, through Earle Ludgin, Inc., Chicago; Larson Co., Green Bay, Wis. (strained vegetables for babies) 15-minute studio program 3 days weekly, 13 weeks, direct; Atlas Brewing Co., Chicago (beer) has renewed "Headlines of Other Days," 5-minute feature 7 nights weekly for 52 weeks, Erwin Wasey & Co., Chicago; Shell Petroleum Corp., St. Louis, Mo. (motor oils and gas) time signals twice daily for indefinite period, J. Walter Thompson, St. Louis; Kellogg Co., Battle Creek, Mich. (corn flakes) renewed Singing Lady 15 minutes five days weekly for 52 weeks, N. W. Ayer & Son, Chicago.

KYW, Chicago: Nyal Drug Stores, Detroit (Ucatone) 16 one-minute announcements twice weekly from Jan. 29, and eight 15-minute transcriptions by A. T. Sears & Son, once weekly from Feb. 1, through Reincke-Ellis-Youngreen & Finn, Chicago; Williams Oil-O-Matic Co., Bloomington, Ill. (oil burners), two weather report announcements daily for 26 times, Roche, Williams & Cunnyngham, Chicago; Maybelline Co., Chicago (cosmetic) using 13 one-minute transcription announcements by WBS from Jan. 8, Cramer-Krasselt, Milwaukee; Chrysler Motor Corp., Detroit (Plymouth autos) 5 announcements, Lee Anderson, Detroit.

WMAQ, Chicago: Hinckley & Schmidt, Chicago (Corinnis Water) 15-minute studio program once weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago; Evans Fur Co., Chicago, 15-minute studio programs 3 times weekly for indefinite period, Auspitz & Lee, Chicago.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

THE BORDEN Co., New York (milk products), on Jan. 27 starts "45 Minutes in Hollywood" on 28 CBS stations, Saturdays, 8-8:45 p. m. Same sponsor on Jan. 10 started Jane Ellison's "Magic Recipes" on 52 CBS stations, Wednesdays, 11:45 a. m.-12 noon. Agency: Young & Rubican, N. Y.

HUDNUT SALES Co., New York (Marvelous cosmetics) on Feb. 9 starts "Marvelous Melodies," with Jack Whiting, orchestra, singer and dramatic cast to be announced, on 56 CBS stations, Fridays, 9:30-10 p.m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

J. W. MARROW MFG. Co., Chicago (Mar-O-Oil Shampoo) on Jan. 9 started Joan Marrow, Bob Nolan and Eddie House in musical program on 10 CBS stations, Tuesdays and Thursdays, 1:15-1:30 p.m. Agency: None.

GENERAL MILLS, Inc., Minneapolis (Sperry flour branch, San Francisco) on Jan. 9 started "Al Pearce and His Gang" on basic NBC-KGO network, plus KFSD, Tuesdays, Wednesdays, Thursdays and Fridays, 2:45-3 p.m., PST. Agency: Westco Advertising Agency, San Francisco.

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Jan. 15 starts Josephine Gibson in home economics talk, with organ music, on 16 NBC-WJZ stations, Mondays, Wednesdays, and Fridays, 10-10:15 a. m., and on 19 additional western and Pacific stations the same days, 12:15-12:30 p. m., with KWK, Wednesdays and Fridays. Agency: Maxon, Inc., N. Y.

FORD MOTOR Co., Detroit, on Feb. 4 starts Fred Waring's Pennsylvanians with guest stars on 82 CBS stations, Thursdays, 9:30-10 p. m., and Sundays, 8:30-9 p. m. Agency: N. W. Ayer & Co., Philadelphia.

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Jan. 11 started Harriet Lee and Edward Kennedy in "Sweetheart Melodies," on 11 NBC-WJZ stations, Thursdays, 11:30-11:45 a. m. Agency: Peck Advertising Agency, N. Y.

SWIFT & Co., Chicago (Vigoro), on Feb. 18 will start "Swift Garden Program," musical with guest stars, on 19 NBC-WEAF stations, Sundays, 3:30-4 p. m. Agency: J. Walter Thompson Co., Chicago.

LADY ESTHER Co., Chicago (cosmetics), on Jan. 2 renewed Bess Johnson as "Lady Esther" and Wayne King's orchestra in the "Lady Esther Serenade" on 29 NBC-WEAF and supplementary stations, Tuesdays, 8:30-9 p. m. Agency: Stack-Goble Advertising Agency, Chicago.

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), on Jan. 14 started Eddie South's orchestra with Jack Brooks, tenor, on 7 CBS stations, Sundays, 7-7:15 p. m. Agency: Ruthrauff & Ryan, N. Y.

CORN PRODUCTS REFINING Co., New York (Karo and Kreml) on Jan. 15 renews Will Osborne's orchestra and Pedro de Cordoba on 7 additional CBS stations, making a total hookup of 15, Mondays, Wednesdays and Fridays, 10:45-11 a. m. Agency: E. W. Hellwig Co., N. Y.

WHEATENA Corp., Rahway, N. J. (cereal), on Jan. 1 started "Old Man Sunshine" on special CBS network of WABC, WNAC, WDRC and WEAN, Mondays, Wednesdays and Saturdays, 6:45-7 p. m., and Tuesdays and Thursdays, 4:45-5 p. m. Agency: McKee & Albright, Philadelphia.

JOHN WOODBURY, Inc., Cincinnati (Woodbury powder), on Jan. 24 renews "Dangerous Paradise" with Elsie Hitz and Nick Dawson, on 16 NBC-WJZ stations, Wednesdays and Fridays, 8:30-8:45 p. m. Agency: Lennen & Mitchell, N. Y.

LAVORIS Co., Minneapolis (mouth wash), on Jan. 9 started Jean Merrill's beauty talks on 10 CBS stations, Tuesdays and Thursdays, 11:15-11:30 a. m. Agency: Hutchinson Advertising Co., Minneapolis.

GENERAL FOODS Corp., New York (cooking school), on Jan. 4 renewed Frances Lee Barton's food talks on 23 NBC-WEAF stations, Thursdays, 11:15-11:30 a. m. Agency: Young & Rubicam, N. Y.

HOUSEHOLD FINANCE Corp., Chicago (small loans), on Jan. 2 renewed "Household Musical Memories," with Josef Koestner's orchestra, Alice Mock, Edgar Guest and Tom, Dick & Harry male quartet, on 13 NBC-WJZ stations, Tuesdays, 9-9:30 p. m. Agency: Charles Daniel Frey Co., Chicago.

GULF REFINING Co., Pittsburgh (oils), on Jan. 7 renewed "Gulf Headliners," with Will Rogers and guest stars, on 26 NBC-WJZ and supplementary stations, Sundays, 9-9:30 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on Feb. 7 renews its Wednesday period, 10-10:30 p. m., on 80 CBS stations, with Ted Fiorito's orchestra broadcasting from KFRC, San Francisco. Agency: Lennen & Mitchell, N. Y.

COLGATE-PALMOLIVE-PEET Co., Chicago (Super-Suds), on Jan. 1 renewed "Clara, Lu 'n' Em" on 32 NBC-WJZ and supplementary stations, daily except Saturdays and Sundays, 10:15-10:30 a. m. Agency: Benton & Bowles, N. Y.

REMINGTON-RAND, Inc., Buffalo, N. Y. (office equipment), on Jan. 12 renewed the "March of Time" on 38 CBS stations, Fridays, 8:30-9 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

TILLAMOOK COUNTY CREAMERY ASS'N, Tillamook, Ore. (dairy products), on Jan. 5 started Benny Walker, Ann Holden and short dramatic skit in Woman's Magazine of the Air on basic NBC-KGO network, 11:10-11:30 a. m., PST. Agency: Botsford, Constantine & Gardner, Portland, Ore.

PIONEER CANNERIES, Seattle (Pioneer Clams), on Dec. 28 started Bennie Walker, Ann Holden, the Magazine Melodists and soloists on basic NBC-KGO network, plus KDYL, Thursdays, 10-10:20 a. m., PST. Agency: None.

S. O. S. Co., Chicago (cleanser), on Jan. 3 started period in Woman's Magazine of the Air on basic NBC-KGO network, Wednesdays, 10:30-10:50 p. m., PST. Agency: Henri, Hurst & McDonald, Chicago.

J. A. FOLGER & Co., San Francisco (Coffee), on Jan. 15 starts Lee S. Roberts and his "Old Memory Box" on basic NBC-KGO network, except KOMO, Mondays and Fridays, 9:30-9:45 p. m., PST. Agency: Botsford, Constantine & Gardner, San Francisco.

SWIFT & Co., Los Angeles (Formay shortening), on Jan. 2 started "Al Pearce and His Gang" on basic NBC-KGO network, Tuesdays and Thursdays, 2-2:30 p. m., PST. Agency: J. Walter Thompson Co., San Francisco.

FEATURING SPOT BROADCASTS

NBC CHANGES: Philip Morris Co. program with Leo Reisman's orchestra and Phil Duey on Jan. 2 shifted to Tuesdays, 8-8:30 p.m., on NBC-WEAF network; Bristol-Myers Co. "Sal Hepatica Revue" on Jan. 3 shifted to Wednesdays, 9:30-10 p.m. on 32 NBC-WEAF stations, with repeats for 6 NBC-KGO stations Wednesdays, 12:30-1 a.m.; Molle Co. on Jan. 3 shifted to Mondays, Wednesdays and Thursdays, 7:30-7:45 p.m. on NBC-WEAF network; M. J. B. Co. "Demi-Tasse Revue" for its Jan. 1, 8, 15 and 22 programs only has added WOW, WDAF and WOC-WHO; Occidental Life Insurance Co. "Winning of the West" on Jan. 17 will again shift to Wednesdays, 8:45-9:15 p.m., PST, on NBC-KGO network; Pepsodent's Junis Face Cream program with Eddie Duchin's orchestra on Jan. 13 shifted to Tuesdays, Thursdays and Saturdays, 9:30-10 p.m., on NBC-WJZ network; Smith Brothers "Trade & Mark" series on Jan. 14 shifts to Sundays, 9:45-10 p.m., on NBC-WJZ network; Dr. Miles Laboratories "WLS Barn Dance" on Jan. 13 shifted to Saturdays, 10:30-11:30 p.m., on NBC-WJZ network.

Radios and Telephones

AS AGAINST 12,048,762 radios in American homes shown in the 1930 official census, and 16,809,562 radios shown in the unofficial census of January, 1933, the total number of telephones in use in the United States on Jan. 1, 1933, was 17,424,396 compared with 18,522,767 on Jan. 1, 1928, according to the census of telephones issued by the U. S. Bureau of the Census Jan. 3. Telephone operating revenues, on the basis of returns from 44,825 telephone companies, increased 3.8 per cent to $1,055,800,925, the report shows.

PROSPECTS

THE MAXSO Co., Norwalk, Conn. (heartburn and acidity medicine), will use radio with newspapers in a campaign to be handled by the William H. Rankin Co., New York.

BALLARD & BALLARD Co., Louisville (Obelisk flour), which has been advertising over the Center of Population Group comprising WHAS, WSM and WCKY, will again use radio in 1934.

WIEDMANN BREWING & DISTILLING Corp., Newport, Ky., will use radio with newspapers in a campaign to be handled by Frederic W. Ziv, Inc., Cincinnati agency.

COAST FISHING Co., Wilmington, Cal. (Balto dog and cat food), will use radio with other media in a campaign to be handled by J. Walter Thompson Co., Los Angeles.

GREYHOUND MANAGEMENT Co., Cleveland (Greyhound bus lines), is planning its 1934 campaign, which will be handled by Beaumont & Hohman, Cleveland.

EASY WASHING MACHINE Co., Syracuse, N. Y., will use radio with other media in a campaign to introduce its new ironing machine, called the Spiralator.

EQUIPMENT for the 120 kw. broadcasting station recently opened at Budapest by the Hungarian government was supplied by the Hungary associate of the International Telephone and Telegraph Corp., and the antenna tower, which is higher than the Eiffel Tower, was designed by the Blaw-Knox Company, Pittsburgh.

1922 **WDRC** 1934

now serves an even

GREATER AUDIENCE

in Connecticut and Massachusetts

WITH ITS POWER INCREASE

from 500 watts to

1,000 WATTS

FULL TIME --- 16 HOURS DAILY

The Advertising Test Station
in the Advertising Test City

BASIC NETWORK STATION OF THE COLUMBIA BROADCASTING SYSTEM AND ASSOCIATED STATION OF THE YANKEE NETWORK

HARTFORD CONNECTICUT

A Progressive Past Predicts Expansion in the Future for—

WOW

OMAHA

ON THE N. B. C. BASIC RED NETWORK

Because times have not been easy since 1929, it is with pride that we look back over our progressive record of the past four years. We feel that WOW is in this area's foremost ranks in broadcasting and in service to the advertiser because . . .

Jansky & Bailey's certified intensity survey in 1933 shows WOW is leading this area with more than a million listeners in its primary coverage territory;

A C.B.S. 1933 audit by Price-Waterhouse gives WOW distinct superiority in reception over all competitive stations;

Mail receipts by WOW almost doubled those of the N.B.C. Blue Network's Omaha outlet in 1932;

A national outdoor advertising company's survey in 1933 gives WOW a wide margin in popularity over all other stations in this area.

The depression has seen us rise to leadership. Unafraid of the future, we are sure that WOW will expand still further in the brighter days to come.

Write John J. Gillin, Commercial Manager, for further details.

RADIO STATION
590 KILO. **WOW** 1,000 WATTS
CLEARED REGIONAL CHANNEL
Owned & Operated by
WOODMEN OF THE WORLD LIFE INS. ASS'N
ASSETS MORE THAN $113,000,000
OMAHA

"In the Entire United States"

Out of a clear sky comes this unsolicited "bouquet" from Neisser-Meyerhoff, Inc., Advertising Agents of Milwaukee and Chicago.

"We want to take this opportunity to compliment your good station upon its splendid showing. WWVA has proved to be one of the most productive radio stations in the entire United States for the purpose of this *advertiser, and you may be certain that when the time arrives for preparing next season's schedules that your station will be among the first to be considered."

"In the entire United States"—such is a lot of territory, and to be classed as one of the most productive radio stations within its extensive limits is indeed something of which we are extremely proud. To lead "in the entire United States" a radio station MUST produce for its advertisers—and that's exactly what WWVA is doing. December 1933 more than doubled December 1932.

Advertisers desiring a really productive medium in Eastern Ohio, Western Pennsylvania and West Virginia will find WWVA capable of doing a big job. Consult our representatives or write direct.

*Montgomery Ward.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
Myron A. Reck, A-1808 175 West Jackson St., Chicago, Ill.

TRANSCRIPTIONS

R. U. McINTOSH & Associates, 2614½ West Seventh St., Los Angeles, has entered the transcription field. They propose to produce in their own studios with their own technical plant. Chief engineer will be Lodge Cunningham, formerly associated with Howard Hughes, film producer. Mr. McIntosh for several years has produced a children's serial, now on KNX, called "Bill, Mack and Jimmy."

H. H. POLLOCK, of the Associated Exporters, New York, arrived in Los Angeles early in January to spend some time on the coast. He maintains offices at 1457 Broadway, New York, and represents several transcription firms as selling agent for European and Latin American sales territory.

SOUND SERVICE, Inc., has been formed in Hollywood by Scotty Brown, former technician at the Freeman Lang studios, to handle public address and remote installations for radio stations, with the possibility of extending into the transcription field.

STACK-GOBLE AGENCY, Chicago office, has signed with Radio Transcription Company of America, to do 12 recorded five minute programs by Barney Oldfield, veteran racing driver. Sponsor is Plymouth Motors and production will be at Freeman Lang's Hollywood sound studios.

COMMUNITY BROADCAST STUDIOS, Los Angeles talent audition and recording group, early in the year recorded spot announcements for more than a dozen sponsors on KELW, Burbank, with music fade-ins. If the idea goes over, most of the station sponsors will use this method instead of having different announcers do the commercial paragraphs.

TWENTY-SIX recordings of "Do You Believe in Ghosts?" by and with Harold Burdick have been cut by the MacGregor-Sollie laboratories, San Francisco, for general release. The ghost series was previously on NBC for 13 weeks under the sponsorship of S. & W. food products.

MRS. H. B. LOCKWOOD has been appointed Chicago representative of Radioart Guild of America, Los Angeles transcription producer. Her headquarters will be in the Drake Hotel. Frank Herman has been named San Francisco representative with headquarters in the Humboldt Bank Bldg.

RADIOART GUILD of America, LOS ANGELES, has reported placing its series of 13 transcribed programs called "Musings," classics and semi-classics by string ensemble and artists, on WJR, Detroit; KLX, Oakland; YIL, St. Louis; WOAI, San Antonio; and KFQD, Anchorage, Alaska. The latter is for the Alaskan Fur Co. in Anchorage.

STUDIO NOTES

SPONSORED by General Baking Co., New York (Bond Bread) the special wire hookup of WRVA, Richmond, Va., and WFBR, Baltimore, for the "Radio Playhouse for Children" is now entering its third year. Artists on alternate weeks broadcast from the respective station studios, where from 200 to 2,000 children attend weekly parties held in connection with the program.

SAN FRANCISCO'S radio-performing police chief, William J. Quinn, is due to return to the NBC western network the middle of January with a series of talks on police work.

ONE OF THE finest radio studios on the Pacific Coast has been opened by KVI, Tacoma, Wash. The new plant comprises two studios, a control room, reception room, engineers' shop, and five offices. The latest Western Electric control equipment and condenser and velocity microphones have been installed. The transmitter is a W. E. 1,000-watt set. Leased lines carry a regular exchange of programs between KVI and three other Seattle stations.

WDSU, New Orleans, on Feb. 1 will occupy new quarters in the Hotel Monteleone. The studios have been prepared at a cost of $25,000, exclusive of equipment. New quarters occupy the entire top floor of the hotel.

THE UNORGANIZED Cheerful Givers of WSB, Atlanta, a radio effort in behalf of Atlanta's needy, raised $5,780.60 just before Christmas.

WBAL, Baltimore, is continuing its policy of displaying products advertised over the station in Baltimore department and drug stores. The plan was inaugurated by WBAL with an exhibit at the Maryland State Fair last September.

"TRY OUT HOUR" has been revived by WCAU, Philadelphia, and presented every Saturday at 1 p. m. The program is open to all persons of talent. Stan Lee Broza, who inaugurated the program several years ago, will again direct.

SCOTT FURRIERS, Inc., with stores in Boston, Providence and Hartford, recently celebrated its 500th program over WDRC, Hartford. The sponsor has used no less than three 15-minute programs over WDRC during the last three years. In addition it has sponsored several evening dramatic series of half hour length.

"INTERNATIONAL Hour" is the title of a unique program on KGGC, San Francisco. Various racial groups are given an opportunity to present programs dedicated to their countrymen.

FOUR foreign countries and 42 states in America are represented on the program mail record of WWNC, Asheville, N. C., for 1933, a checkup of activities for the year reveals. There were 16,089 pieces of program mail received during the period, and on the NBC mail reports, made out monthly, the last half of the year saw WWNC leading all the smaller stations and many of the larger ones in program mail for the network programs.

THE HOOKUP of KMTR, Hollywood, KGER, Long Beach, and KREG, Santa Ana, has been discontinued. In the meantime KTM, Los Angeles, and KGER, Long Beach, have been listed for some sponsored programs weekly.

DRAMATIZATION of a story appearing serially in the MORNING OREGONIAN, "16 Years Behind Prison Walls," is being presented each Saturday night over KGW, Portland, owned by the newspaper. The broadcast and the serial are said to build up interest in each other.

LOS ANGELES Junior Chamber of Commerce is planning the establishment of remote control points at steamship terminals in the harbor for the broadcast of arrivals and departure of notables. Bert Phillips, of the KGER sales staff, is chairman of the committee in charge. KMTR, Hollywood, will be the station used.

THE LONGEST remote yet handled by KGW, Portland, Ore., was the recent broadcast of the National Home and Farm Hour, from Boise, Idaho, where the National Grange convention was in session.

A DAILY juvenile feature, presenting a 11-year-old lead, has been inaugurated by KFXM, San Bernardino, Calif., under the title of "Ruth—Little Sister of the Air."

WHAS
Now Offers
50,000 WATTS
Nearest the Center of Population

Since its inception in July of 1922, WHAS has enjoyed an enviable position among the stations of the Middle West. This outlet, the largest nearest the center of population, is indispensable for complete and effective coverage of this section.

FULL TIME
•
820 KILOCYCLES
•
CLEARED CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta
MEMBERS OF THE CENTER OF POPULATION GROUP

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

MONTAGUE H. HACKETT, account executive of Lord & Thomas, New York, who has been handling all the Lucky Strike and other American Tobacco Co. radio campaigns, has been promoted to vice president of the agency.

GREIG, BLAIR AND SPIGHT, Inc., station representatives, Chicago, announces it has added John H. Stewart formerly with KNX, Hollywood, to its staff. It also has obtained Pacific coast representation for KSTP, St. Paul; KWK, St. Louis; and WXYZ, Detroit, and the Michigan network. It also represents KWK in Chicago, and WXYZ in Chicago and New York.

SHEPPERSON, BIRNIE & STEPHENS, station representatives, Richmond, Va., was reorganized Jan. 1 under the name of Shepperson & Stephens. C. Franklin Shepperson and Nelson T. Stephens are the owners. Mr. Stephens has been in the commercial broadcasting field in the South for the last five years. He was instrumental in the establishment of WTOC, Savannah, in 1929.

A SUBSIDIARY of Broadcasting Abroad, Ltd., will be established in Mexico City by Wilson N. Durham, executive vice president, according to announcement at the New York headquarters of the foreign radio advertising organization. Mrs. Harriet Steel Pickernell, concert and artist manager, has been appointed production director of Broadcasting Abroad.

HARRY DESHON, former Hollywood theatrical agent, has opened an office at Beverly Hills in the California Bank Building as a radio, stage and screen agency. He will work in conjunction with Mace Naylor, a partner in the Four Star Radio Productions in the same building.

ROMIG FULLER, well known in northwest radio circles, has been made San Francisco representative of Radio Productions, Inc., Los Angeles. San Francisco studios have been opened in the Sir Francis Drake Hotel. Negotiations are also under way for representation in New York and Chicago.

THE ENGAGEMENT of Charles Edward Midgley, radio account executive of Batten, Barton, Durstine & Osborn, New York, to Miss Margaret Hunt Murray, of Yonkers, N. Y., has been announced. Mr. Midgley is a 1927 graduate of the University of Pennsylvania, and Miss Murray was graduated from the Katherine Gibbs Secretarial School, New York.

EDWIN G. FOREMAN, Jr., member of the sales department of World Broadcasting System in Chicago, resigned Jan. 1. He did not announce his future plans.

R. T. ALDWORTH, advertising manager of the Knox Co., Kansas City, visited Los Angeles the first week of January in connection with transcription work. His firm sponsors the Cystex series produced at Freeman Lang sound studios in Hollywood.

ARTHUR BERGH, head of Lemen & Mitchell's radio department, has left for the Pacific Coast where he will take charge of the new Old Gold program which will be presented from Los Angeles. While on the west coast Mr. Bergh will also keep an eye on the Woodbury program which originates in San Francisco.

REG M. DAGG, formerly associated with broadcasting stations in Vancouver, Canada, has joined the radio department of McConnell & Ferguson, Ltd., Vancouver agency.

MYRON P. KIRK, formerly with Lang, Fisher & Kirk, Cleveland agency, has joined the radio department of Ruthrauff & Ryan, New York.

E. E. JEDELE has been transferred from newspaper space buying to handle radio, magazine and farm paper accounts for Benton & Bowles, New York agency.

J. STIRLING GETCHELL, Inc., has been appointed to handle the advertising of Standard Oil Co. of New York, Vacuum Oil Co. and Socony Vacuum Corp.

HEINTZ, PICKERING & Co., Ltd., Los Angeles agency, now has the account of the Iokelp Co. (health product) of San Diego, which was formerly handled by Hanff-Metzer, Los Angeles.

CUBBISON CRACKER Co., Los Angeles, has left Graham Hughes agency in favor of Barnes-Campbell Co., Los Angeles.

CLIQUOT CLUB Co., Millis, Mass. (beverages) has placed its advertising account with N. W. Ayer & Son, Philadelphia.

A BILL asking Congress to prohibit the advertising of liquors by radio was passed by the House of the Washington state legislature just before the end of the year.

Advertising Study

A STUDY of newspaper and radio advertising in Omaha, to ascertain the relative value of a particular commercial program as compared with a particular amount of display space, is being conducted by Creighton University in Omaha. Commercial programs of KOIL, Council Bluffs, Omaha, are being studied for the radio analysis. John M. Henry, manager of KOIL, is seeking information from other stations with respect to such surveys.

Big Store Extends

MANDELL BROTHERS, Chicago department store, is extending its radio advertising with three 15-minute daytime and evening studio programs weekly on WMAQ, Chicago, for 26 weeks. The advertiser is featuring a bridge club which has had a successful test for several months on WGN, Chicago. The WGN program continues.

Special DX Features

SPECIAL DX programs for faraway listeners are still being carried past midnight by some broadcasting stations. On Jan. 7, KSL, Salt Lake City, carried a DX program from 2-4 a. m., and after it has signed off KVOO, Tulsa, continued from 4-7 a. m. Messages were read from Chairman Sykes of the Radio Commission, Chairman Charlesworth of the Canadian Radio Commission and others. Both are clear channel outlets.

BERNARD WEBER, of the Hi-Jinks cast at KFWB, Hollywood, died late in December as the result of injuries received in an automobile accident in Seattle.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3226 Stuart Bldg., Seattle
619 Charles Bldg., Denver

ACHIEVEMENTS!

You want your broadcast advertising on stations which really produce results . . . .

Then, in St. Louis, your choice must be WIL

Observe, for example, what three advertisers using this station accomplished within only the past month . . . .

A Large Coffee Wholesaler

In response to six broadcasts, a large coffee wholesaler received more than 20,000 coupons from one-pound cans of his coffee . . . .

An Outstanding Insurance Company

In response to two broadcasts, an outstanding insurance company received more than 2,500 mail responses . . . .

A Furniture Store

A series of broadcasts brought into a furniture store, located several blocks off the beaten shopping path, more than 20,000 children and their parents, just before Christmas.

These are only a few of the reasons why WIL, regularly and consistently, carries more local, sponsored programs than do all the other St. Louis stations combined

In St. Louis, your choice of stations must include WIL

WIL

The Biggest Little Station in the Nation

ST. LOUIS, MISSOURI

Names and details of these campaigns on request.

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JANUARY 1 TO JANUARY 14 INCLUSIVE

Applications . . .

JANUARY 4

WKZO, Kalamazoo, Mich.—Special experimental authorization to operate with 500 w. power from LS to 12 midnight for period ending 3-1-34.

WHBL, Sheboygan, Wis.—CP to make changes in equipment.

KGBX, Springfield, Mo.—License to cover CP authorizing move of station to Springfield, Mo., change of frequency to 560 kc., power to 500 w., D.

KGIX, Las Vegas, Nev.—Modification of CP, local move and changes in equipment to extend date of completion from 1-1-34 to 3-1-34.

NEW, William R. Lowery, San Francisco—CP to operate on 930 kc., 500 w., share with KROW (facilities formerly assigned KFWI).

Application returned: WBRC, Birmingham, Ala.—Consent to voluntary assignment of license to Birmingham Broadcasting Co., Inc.

JANUARY 7

WINS, New York—Modification of license to increase hours of operation from limited to unlimited on 1180 kc. (facilities WNYC, New York).

WCNW, Brooklyn, N. Y.—Modification of CP granted to move station and install new equipment for approval of transmitter site at East Glenwood Road and East 106th St., Brooklyn.

NEW, Boy Scouts of America Troop No. 131, Bronx, New York, N. Y.—CP to operate on 1350 kc., 250 w., share time with WBNX.

WMEX, Chelsea, Mass.—Modification of CP granted to erect a new station for approval of transmitter site at (4½ miles from center of Boston) Chelsea, Mass.

KGHI, Little Rock, Ark.—CP to move transmitter and studio from Marion Hotel to 319 West Second St., Little Rock.

WBBZ, Ponca City, Okla.—Consent to involuntary assignment of license of WBBZ from C. L. Carrell to James F. Kyler.

WBRC, Birmingham, Ala.—Consent to voluntary assignment of licence of WBRC to Birmingham Broadcasting Co., Inc.

WCAL, Northfield, Minn.—CP to install new equipment and increase power [illegible] w., night and [illegible] 1 kw., night 2½ kw., D.

KGFK, Moorhead, Minn. [illegible] transmitter and studio from Moorhead to [illegible] Duluth, Minn.

JANUARY 11

WHN, New York—Modification of license to operate [illegible] WRNY and WQAO-WPAP with WHN unlimited time.

WAAT, Jersey City, N. J.—Modification of CP to increase power and change equipment, to move transmitter from 91 Sip ave. to 26 Journal Square, Jersey City, and amended to request extension of completion date from 2-1-34 to 5-1-34.

WIBM, Jackson, Mich.—CP to install new equipment and change location of transmitter from Summitt St., and studio from Otsego Hotel, Michigan Ave., to 306 West Michigan, Jackson.

WPTF, Raleigh, N. C.—Extension of special experimental authorization to operate until 8 p.m., PST, 2-1-34 to 8-1-34.

WGES, Chicago—Modification of license to change hours of operation to specified hours; amended to request unlimited time and increase power from 500 w. to 1 kw. (facilities WCBD).

KGBX, Springfield, Mo.—CP to install new equipment and change maximum rated carrier power from 250 to 100 w.

Applications returned to applicants: WLBW, Erie, Pa.—Modification of license to increase power from 500 w. night, 1 kw. day to 1 kw. night and day; WTMJ, Milwaukee—Special experimental authorization to increase power from 1 kw. night, 2½ kw. to LS to 5 kw. experimental; Frank M. King, as receiver for WODX, Birmingham, Ala.—Consent to involuntary assignment of license; KGBZ, York, Nebr.—Special experimental authorization to use 1 kw. between 5 a.m. and 6 a.m. daily except Sunday from 11-15-33 to 3-31-34; WHBL, Sheboygan, Wis.—CP to make changes in equipment.

JANUARY 13

NEW, Laconia, N. H., Northern Broadcasting Co., Inc.—CP for new station 1310 kc., 100 w., unlimited time, facilities WKAV, Laconia, N. H., amended to change unlimited time to daytime.

NEW, Greensburg, Pa., Pittsburgh Radio Supply House—CP for new station on 620 kc., 250 w., daytime.

KDKA, Pittsburgh, Pa.—License to cover CP for changes in equipment.

KQV, Pittsburgh, Pa.—Special experimental authorization to operate unlimited time simultaneously with WSMK for period ending 5-1-34.

WSMK, Dayton, Ohio—Same as above.

WPEN and WRAX, Philadelphia, Pa.—Modification of CP to change transmitter and studio sites locally and extension of time.

WENC, Albany, Ga.—Modification of CP to change transmitted and studio sites locally and install new equipment.

Applications returned: NEW, Canastota, N. Y., Mathew B. Greiner—CP for new station to operate on 1500 kc., 5 w., specified hours (incomplete).

WCAE, Pittsburgh, Pa.—Modification of CP requesting extension of time (incomplete).

NEW, Rt. Rev. Marino Priori, Indianapolis, Ind.—CP for new station (incomplete).

WPFB, Hattiesburg, Miss.—Modification of license to change hours from unlimited time to specified hours (request of applicant).

Decisions . . .

JANUARY 2

WGST, Atlanta, Ga.—Granted CP to make changes in equipment and increase day power from 500 w. to 1 kw.

WNRA, Muscle Shoals City, Ala.—Granted license covering erection of new station—1420 kc., 100 w., D.

Set for hearing: NEW, Brooklyn Daily Eagle Broadcasting Co., Inc., Brooklyn, N. Y.—CP, 1400 kc., 500 w., unlimited time (facilities of WBBC, WLTH, WARD and WVFW). Denied petition that the Commission instruct its examiner to hold up his report on the pending applications of the four Brooklyn stations until hearing is held on the application of Brooklyn Daily Eagle Broadcasting Co., Inc., and that the examiner be authorized to consolidate all of said applications into one case; NEW, The Journal Co., Waukesha, Wis.—Special experimental license; 620 kc., 2½ kw., 1 kw., night; emission high speed facsimile; time of operation from 12 midnight to 6 A. M., and not more than 3 minutes at one time during broadcast day; to be heard before the Commission en banc Feb. 21.

WNRA, Muscle Shoals City, Ala.—Granted extension of program test period for 30 days from Dec. 16, pending action on licence application.

WKBV, Richmond, Ind.—Granted extension of program test period for 30 days, pending action on licence application.

WHAM, Rochester, N. Y.—Granted license, 1150 kc., 50 kw., unlimited time.

KFOR Lincoln, Neb.—Granted CP to move transmitter locally in Lincoln.

[illegible] Oakland, Cal.—Granted license to cover CP, [illegible] 00 w., night, 1 kw day, sharing with KFWI.

[illegible], Wilkes-Barre, Pa.—Granted CP to make [illegible] equipment.

KUOA Fayetteville, Ark.—Granted license, 1260 kc., 1 kw., D.

KTAI, Twin Falls, Idaho—Granted CP to move transmitter and studio locally.

KGAR, Tucson, Ariz.—Granted renewal of license on a temporary basis, subject to such action as may be taken on pending application for renewal, which was designated for hearing.

JANUARY 5

WLAP, Louisville, Ky.—Granted CP to move transmitter to Lexington, Ky., and change frequency from 1200 to 1420 kc. Also granted authority to discontinue operation until April 15.

WOV, New York—Granted authority to install automatic frequency control. Also granted renewal of license.

WPTF, Raleigh, N. C.—Granted special experimental authority to operate simultaneously with KPO until 8 p. m., PST, until Jan. 31.

KGHI, Little Rock, Ark.—Granted CP to move transmitter locally from Marion Hotel to 319 W. 2nd St., Little Rock.

WHAD, Milwaukee—Granted consent to voluntary assignment of license to WHAD, Inc.

WBRC, Birmingham, Ala.—Granted extension of special temporary authority to operate station until April 1, pending action on involuntary assignment of license.

WTJS, Jackson, Tenn.—Granted permission to operate station without frequency monitor until Feb. 1 so that monitor may be returned to manufacturer for recalibration.

Set for hearing: WDEL, Wilmington, Del.—Modification of license to increase night power from 250 to 500 w.; WHAT, Philadelphia.—Modification of license to change hours of operation from sharing with WTEL, ⅓ time, not to operate when WCAM is operating to unlimited time, if WTEL vacates 1310 kc., not to operate when WCAM is operating; WESG, Elmira, N. Y.—Renewal of license set for hearing, and station granted temporary license pending Commissions action on renewal application.

The Commission, sitting en banc, will hear oral argument on Jan. 17 on Examiner's Report No. 527, involving the applications of WOKO, Inc., Albany, N. Y., WHEC, Inc., Rochester, N. Y., and WCAH, Columbus, O.

Applications, heretofore set for hearing, dismissed at request of applicants: WJJD, Mooseheart, Ill.—Special authority to operate each evening until 8.30 p. m.; KRMD, Shreveport, La.—Modify license 1310 kc., 100 w., unlimited time; WSMB, New Orleans—Modify license 1320 kc., 500 w. 1 kw., LS, unlimited time; NEW, Fred W. Christian, Jr., and R. W. Whiston, Norco, Cal.—CP, 1230 kc., 500 w., unlimited time; NEW, WBEN, Inc., Buffalo, N. Y.—CP, 43000 to 46000 etc., 20 w.

WJEJ, Hagerstown, Md.—Granted temporary authority to operate without a frequency monitor for 3 days from Jan. 3, provided no frequency deviations in excess of 50 cycles.

WENC, Americus, Ga.—Granted special temporary authority to remain silent for 30 days from Jan. 1.

JANUARY 9

WHN, New York—Granted modification of license to increase hours of operation from sharing with WRNY and WQAO-WPAP to unlimited.

WHN, WQAO-WPAP, WRNY, New York—Granted for month of February special experimental authority to use transmitter of WHN, make changes in equipment, increase power from 250 w. to 1 kw. from 1 a. m. to LS and to operate at will during that period.

KGCR, Watertown, S.D.—Granted authority to temporarily reduce power to such value that maximum percentage of modulation of at least 75 per cent can be satisfactorily obtained pending filing of application for CP and installation of equipment correcting defects in present transmitter.

Set for hearing: WMC, Memphis—CP to move studio from Hotel Gayoso, Memphis, to Frankstown, Miss., increase power from 500 w., night 1 kw., D. to 1 kw. night 2½ kw., D. employing directional antenna with minimum signal intensity towards WTAR, Norfolk, Va.; WREC, Memphis—Modification of license to move studio from Hotel Peabody, Memphis, to State Line, Miss., increase power from 500 w. night 1 kw., D., to 1 kw. night, 2½ kw., D.

W2XBS, Bellmore, N. Y.—Granted modification of CP for extension of completion date from 1-16-34 to 4-16-34.

Examiners' Reports . . .

KGDE, Fergus Falls, Minn., and NEW, Herbert H. Fette, Meriden, Minn.—Examiner Walker recommended (Report 534; Dockets 2188 and 2147) that application of Fette for CP on 1310 kc., 100 w., D. be denied and that KGDE be granted a renewal of license.

Federal Trade Board Urges Advertising Curbs

DESPITE "marked improvement" in the quality of advertising during the last few years, an examination of current advertising by national advertisers, drug and cosmetic vendors, and other mail-order merchants, over the radio, in daily papers and in high-class magazines, as well as in periodicals that still print anything for a price, discloses the great need for much more protection of the buying public and honest competitors, according to the Federal Trade Commission.

In its annual report, just released, the Commission devotes considerable space to periodical advertising, but makes only passing reference to radio. Latest reliable reports for 1933, it states, show that advertisers paid 20,104 periodicals published in the United States and territories approximately $1,000,000,000 for advertising space. Altogether, it states there are 1,389,000,000 copies of newspapers and magazines published in the United States every month—more than sixteen billion copies each year.

"The Commission's efforts have been effective, as a comparison of the advertising pages of a few years ago with those of today will show," the report stated. "There is a marked improvement in the quality of advertisements. The cooperation by publishers generally has been the big factor in bringing this about.

False Advertising

"THERE always are, however, some in every class who will not observe fair trade practices, if it pays to ignore them. It is this class of advertisers and publishers that must be restrained by the hand of the law, in order to give their ethical competitors the freedom from unfair competition intended by the (Federal Trade Commission) Act."

The Commission, it is pointed out, considers all cases of false and misleading advertising brought to its attention by competitors, by the purchasing public, by government departments and agencies, and by its own periodic check-up on current advertising literature.

Radio-News Plan Opposed

(*Continued from page* 11)

agreement, of course, carries a tacit admission on the part of the press that it shall not continue to war against radio advertising, though there is nothing in the wording of it to this effect.

The powers conferred upon Kent Cooper, general manager of the A. P., by his board—namely, to "suspend any provisions of the resolution of the board of directors of Oct. 6, 1933, affecting broadcasting which are inconsistent herewith"—would seem to indicate that it is the purpose of the press associations to place a ban on the broadcasting of news under any other arrangement than that stated in the agreement.

The Oct. 6 resolution limited A. P. member newspapers to 15-minute non-sponsored news flash periods containing 30-word bulletins only, and fixed a scale of extra assessments on those newspapers choosing to broadcast A. P. news. Mr. Cooper is empowered to suspend this order, the assessment portion of which went into effect Jan. 1, 1934.

The presumption now is that the three press associations will issue orders to all subscribing newspapers that their news cannot be broadcast except during the two 5-minute periods stipulated by the agreement and on occasions of "transcendent importance." Thus, though the agreement is essentially one between the networks and the press associations, with the individual stations joining in it only if they choose to do so, the actual effect of it may be to cut off all local news tieups between newspapers and stations no matter how desirable they may be to both.

Newspapers May Object

THAT MANY publishers owning radio stations and using radio news periods to promote their newspapers, and others friendly toward radio and having happy local arrangements with stations, will object to the possible press association edict, is a certainty. Whether they can make their objections felt to the point of being allowed to continue their local arrangements remains to be seen; having purchased the news from the press associations, some of them may take the view they have the right to handle it in print or on the air as they please.

So far as the independent stations are concerned, there is nothing in the agreement to keep them, if they refuse to abide by it, from gathering their own news and broadcasting it. Nor does the agreement contemplate that either the networks or the stations shall quit broadcasting big public news events with their own announcers on the scene. The independents, however, are unorganized except through thir own association and no NAB board meeting has been scheduled. Nor will the next convention of the NAB take place until next fall.

Would Start News Service

THERE HAS been recurring talk of a new press association entering the field, furnishing its news to radio stations for sponsored or sustaining purposes at costs depending upon the size of the stations. The first definite information about such a move was received Jan. 12, when certain stations revealed that they had received a telegram from Carl Haverlin, an official of KFI and KECA, Los Angeles, stations owned by Earl C. Anthony, whose KFI is a member of the NBC network but who is now engaged in litigation with NBC over an alleged breach of contract covering time used on that station by the network. Mr. Haverlin's telegram reads as follows:

"Los Angeles stations dissatisfied with pending arrangement between news service and radio limiting news broadcasts. We desire to enter into reciprocal arrangements for exchanging local news by telegraphic press rates collect with stations in important cities. If you are interested in cooperating please advise return wire immediately so we can coordinate system of distribution of news. Suggest you contact independent stations your locality and attempt make arrangements for sharing cost of your incoming wire service and any costs you may incur in gathering outgoing news. Stories to be brief and filed in news code for amplification by receiving stations."

Up to the time of going to press, BROADCASTING had not learned the reaction to this query. The project appears to be predicated upon the establishment of local news-gathering staffs by independent stations who would exchange their news on a mutual basis, the news to be handled as sponsored or sustaining features as each station sees fit.

The fact that the Columbia News Service was so successful in its news-gathering efforts, working on a reported budget of $200,000 a year, is apparently the basis of the conviction that there is a field for a special radio news organization. Whether individual stations are willing to join to form a cooperative organization of the kind contemplated by Mr. Haverlin, footing the costs jointly, remains to be seen.

* * *

THOUGH no definite date has been fixed for the beginning of the new news relationship between the networks and the combined press associations, the Columbia News Service has been reducing its staff in the last few weeks and will continue operating with only a skeleton staff until definite arrangements are made. It is understood that the newspaper interests have agreed to absorb the members of the CBS news staff who have been and will be dropped, but whether this has been done could not be learned by BROADCASTING at the time of going to press. In Chicago, Hal Burnett and Holly Shively have been transferred to the CBS publicity staff, Harry Steele has joined RADIO GUIDE and James Owen has joined the CHICAGO HERALD-EXAMINER.

TOO LATE TO CLASSIFY

Wanted—Good speech input equipment, three four channel mixers, also condenser mikes. Cash or terms. WKBC, Birmingham, Alabama.

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"Superior by Comparison"

New Low Prices in Effect

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards at our new low price of $35.00. To adjust to EXACT FREQUENCY only a slight change in temperature is required. In ordering please specify type tube, plate voltage and operating temperature.

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100 to 1500 Kc. . . $35
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STATION MONITOR SERVICE

We offer our facilities to adjust or furnish new crystals for your Station Monitor. This Monitor service is prompt and our prices are very reasonable. Calibrations guaranteed accurate to BETTER than 50 cycles.

Prompt Delivery Assured

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"THE CRYSTAL SPECIALISTS"
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50,000 WATTS FOR WBZ

Stations WBZ and WBZA are operated synchronously and simultaneously.

XUM

Wider, more intensive coverage of the great New England market

Since it was founded in 1921, the pioneer broadcasting station in New England, WBZ has enjoyed a strong listener preference which has been expressed most satisfactorily in results advertisers have obtained. Now, with its power stepped up from 25,000 to 50,000 watts, this dominant NBC station offers clients new thousands of listeners and more intensive coverage of the rich market which is New England. It is New England's best radio advertising buy if you want to sell your goods throughout the six Yankee states.

Sales Representatives: NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

Boston - WBZ Springfield, Mass. - WBZA Schenectady - WGY Washington, D. C. - WRC & WMAL

Pittsburgh - KDKA Cleveland - WTAM Denver - KOA Portland, Ore. - KEX Spokane, KGA Seattle - KJR

XUM

Canadian Revenue Below Expectations

Radio Nationalization Record To be Aired in Parliament

By James Montagnes

REVENUE from advertising programs has trickled very slowly into the treasury of the Canadian Radio Commission during the first year of its operation, which ends Jan. 18. Estimated at $700,000 a year for the beginning by the Aird Commission, which recommended the nationalization of broadcasting in Canada, the actual revenue from advertising sources is far short of this amount, bearing out the prophecy of those opposed to nationalization that advertising revenue would be negligible under government operation.

Record of Commission

DURING the year that the three Commissioners, Hector Charlesworth, Thomas Maher and Lt.-Col. A. W. Steel, have been functioning in sumptious quarters in the National Research Building at Ottawa, five stations have been taken over or erected by the Commission and 33 stations have been co-ordinated into the network systems of the Commission. Stations at Chicoutimi, Montreal, Ottawa, Toronto and Vancouver are owned by the Commission, and a staff of technicians and entertainers has been developed, giving a service from coast to coast of four hours a day, as well as exchanging outstanding programs with the NBC and CBS.

Financing has been done through a grant from Parliament of $1,000,000, the partial proceeds of the collection of radio licenses of $2 a year from every set owner. This year's radio set license fees are estimated to aggregate about $1,500,000, and undoubtedly for the second year of its operation the Commission will receive a larger amount and be able to erect some of the 50 kw. stations which were originally planned.

Opinion is divided as to whether the Commission has accomplished its primary aim in the first year, the improvement of Canadian broadcasting. Letters pour into the Commission offices from all parts of the Dominion testifying to better service and better programs, while listeners in the larger cities are not so loud in their praises, preferring to tune into United States stations. The question is to be aired in Parliament during the next few months, when members will be able to explain the reactions of their constituents.

In the educational field the Commission has provided some fine programs lately, the most recent being a series of talks by leading newspaper editors, starting Jan. 6 and consisting of a resume of the week's news. Talks by the mayors of Canadian cities have been scheduled for some time on Sunday afternoons, and a series of addresses by national figures has been sponsored by the Young Men's Canadian Club of Montreal, nearly all the talks having been by cabinet ministers.

* * *

The latest station to join the roster of western network stations of the Canadian Radio Commission is CKBI, Prince Albert, Saskatchewan, with new 100 watts equipment on 1210 kc. This station has been operating for some time, but since the installation of new equipment has joined the CRC network.

* * *

The Canadian Performing Rights Society has taken action to collect $2,500 damages from the Canadian Radio Commission for the playing of eight songs over the Commission's Montreal station, CRCM. Action was taken early in January following an injunction granted the society in Montreal forbidding CRCM to use the songs.

Fan Mail Week

TONY WONS, CBS philosophical commentator on CBS, is urging establishment of "Fan Mail Week." He has suggested Jan. 14 to 21. The radio audience, he says, is taking its programs too much for granted and is letting its earlier habit of writing fan letters lapse. Radio performers, he adds, enjoy getting lots of mail, even though some of it is critical.

Canadian Independents Urge New Radio Control

BROADCASTERS not associated with the Canadian Radio Commission network met in Toronto Jan. 8 and urged formation of a Canadian Broadcasting Corporation, to be provincially owned and controlled. This organization of broadcasters, the Dominion Broadcasters Association, claims that the act under which the Canadian Radio Commission operates is unconstitutional and should be repealed, at its expiration on March 31, next.

Among the representatives were private radio operators from all parts of the Dominion. They agreed that the matter of granting licenses and controlling wavelengths were matters for the federal government. In recommending formation of a provincial-controlled commission they proposed a board of five governors appointed on a non-political basis and not directly interested in radio concerns. These men would serve in an honorary capacity and represent the Maritime Provinces, Quebec, Ontario, the Prairie Provinces and British Columbia.

KOTN is the call for the new 100-watt broadcasting station at Pine Bluff, Ark., authorized by the Radio Commission Dec. 22. Licensed to William F. Chaplin, the station is assigned to 1500 kc. for daytime operation.

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Impartial and comparable data about the size and location of the audience of radio programs and stations.
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Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Help Wanted

Licensed operator with announcing experience for progressive midwestern station. Send complete details in first letter. Voice test required before employment. Box 151, BROADCASTING.

Situations Wanted

Sales builder with splendid record commercial manager high power station available February first. Thorough knowledge local-national advertising. Open to negotiations with broadcaster having difficulty in increasing business. Opportunity more important than station power or initial income. Box 153, BROADCASTING.

Program director or private secretary, female, age 26, dependable. Four years one station, now employed, will go anywhere. Reasons for leaving lack of opportunity. Write Box 154, BROADCASTING.

Competent and reliable young man wishes to join staff of station, preferably network, as announcer. Six years experience. Best of references. Box 150, BROADCASTING.

Broadcast technician, thoroughly experienced, CREI graduate, licensed, single, age 29. Box 152, BROADCASTING.

Broadcast Equipment

Do you like to build your own speech equipment? Buy wide range frequency response transformers from Jenkins & Adair, Inc. Send for list. 3333 Belmont Ave., Chicago.

THE way money is being poured into our territory—if it was bright to buy WSM, Nashville, last year, it is brilliant now.

Exclusive National Representatives
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NEW YORK CHICAGO ATLANTA DETROIT SAN FRANCISCO

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THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

. . . . an Old Favorite with the New Generation!

WE fear it's getting monotonous—our telling you about the wonderful results that sponsors of children's programs get on WOR.

But when B.B.D.&O. told us the other day that their client, BOND BREAD, had received over 31,500 requests for an adventure map offered on only seven of their Terry & Ted broadcasts - - - well, even at the risk of boring you, we just couldn't keep THAT a secret! The boys and girls wanted this map, you see, so that they could follow the future adventures of Terry & Ted on WOR.

It's because results like this are the RULE* rather than the EXCEPTION that WOR has become so popular with smart buyers of radio time—and, we might add, with sales-minded sales executives who have long since passed the glamour stage in their attitude toward broadcasting!

* for instance . . .

Beech-Nut with their "Chandu" program pulled over 300,000 mail responses in 14 months—each a proof of purchase. Ward Baking Company, with their "Happy Landings" enrolled 20,000 children in a puzzle contest in four weeks. Iodent, with their "Detectives Black and Blue" secured thousands of carton labels week after week in exchange for detective badges! Uncle Don (a regular WOR feature) deluged his sponsors in the year just ended with more than 100,000 pieces of mail from admiring nephews and nieces.

WOR

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